

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LVII. NEW YORK, NOVEMBER 21, 1906.

No. 8.

## The Indianapolis Star

has more circulation than all other Indianapolis dailies combined. That fact is well established and always easily proven.

Now about *quality*.

The STAR carries over two-thirds of the automobile advertising printed in Indianapolis, and is pronounced by every local agent to be the best automobile medium. Want any better proof of quality than proven ability to sell automobiles?

The STAR carries the big majority of the real estate advertising (display and classified), and more advertising of banks, trust companies and brokers than all other Indianapolis papers combined.

The STAR prints more news and a higher grade of news than any other Indianapolis paper. Its make-up is clean-cut and sensible; never loud or lurid. Its whole appeal is to the better class of readers. And ninety per cent of its 90,000 circulation is home-delivered.

The STAR LEAGUE (Indianapolis, Muncie and Terre Haute Stars) has a combined daily circulation of 135,143—more than the combined circulation of any other twelve newspapers in the State of Indiana.

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**GENERAL OFFICES OF THE STAR LEAGUE,**  
**Indianapolis Star, Muncie Star, Terre Haute Star,**  
**STAR BUILDING, INDIANAPOLIS, IND.**

C. E. LAMBERTSON, 1315 Flatiron Bldg., New York, Eastern Manager.  
JOHN GLASS, Boyce Bldg., Chicago, Western Manager.

## ALLEGED HUMOR.

HE—The critics say that my new novel is trash.

SHE—Cheer up! Maybe it will sell like trash.—*Smart Set*.

A FRENCH "BULL."—Outside a country cemetery. "Notice—The only persons buried in this cemetery are those living in the parish."—*Sourire*.

HE—Now, I want your candid opinion about my new book.

SHE—Well, for one thing, I think the covers are too far apart.—*Pick-Me-Up*.

IN PLAIN VIEW.—Sign Painter: "Where do you want the sign 'Terms Strictly Cash' painted?"

Barber: "On the ceiling."—*Boston Transcript*.

THE following notice is inscribed on the wall of a house in the Rue de Strasbourg, Saint Dennis, France: "In case of fire, ask for help at the cemetery."—*London Express*.

"Most every man,  
Of fool or saint,  
Has touched the sign  
That's labeled 'Paint!'"  
—*New York Sun*.

JACK SPRATT would eat no fat—  
His wife would eat no lean,  
Unless the label on the cap  
Could be distinctly seen.  
—*Star, St. Joseph, Mo.*

CHICAGO must look to its laurels. The *Strand Magazine* publishes the following advertisement of a maker of pickles: "During the year 1905 126,000 visitors passed through our plant."—*Punch*.

A DULL FELLOW.—The Husband—Can't we just quietly separate, Gertrude, and thus avoid publicity?

The Wife—Quietly? What do you suppose I married you for, stupid?—*Smart Set*.

"How are you getting along at college, Freddy?"

"Fine! Why, I was arrested twice last week for playing college pranks and got my name in all the papers."—*N. Y. Telegram*.

"SHE's really too young to go shopping alone." "Yes, she is rather impressionable." "Impressionable? I don't see—" "I mean she's liable to get excited and buy something."—*Philadelphia Press*.

UNDER THE PURE FOOD LAW.—Knicker—Labels must describe exactly what the food is.

Dealer—All right; instead of calling it "Mother's Brand," I'll make it "Darwinian Cousin."—*New York Sun*.

"THAT," said the reporter confidently, handing in his copy, "is what I call fine writing." Glancing at it with a scowl, the usual brutal type of the city editor growled. "Huh," he snorted. "I should say so. And the fine will be a day's pay."—*Philadelphia Public Ledger*.

THE ONLY WAY.—"He earned \$10,000 last year with his pen."

"Goodness! What did he expose?"—*New York Times*.

BLOWING HOT AND COLD.—In a certain Massachusetts village the Town Clerk combines business with his official capacity. A notice board at the edge of the town reads: "Automobiles must not go faster than eight miles an hour—J. Olcott, Town Clerk. Get your gasoline from J. Olcott."—*Lippincott's*.

ITS PURPOSE.—I understand you have perfected another great invention."

"Yes," answered the scientist modestly.

"Is it on the market?"

"Oh, it wasn't intended for the market. It's for the magazines."—*Washington Star*.

FOR THE ONE-LEGGED.—An English provincial paper prints the following advertisement:

A LADY of title who is going abroad wishes to dispose of an elegantly made left side artificial leg; defies detection; corresponds to gloves 6¼; quite good for all sports, dancing, etc. Write Box 2,826.

TONE.—"Buffet Bay! Now that sounds good. Suppose we run down to Buffet Bay for a week or so?"

"Well, I don't know. What else does it say?"

"That the air is like wine there."

"But can you trust these advertisements? What if it should turn out to be like beer? Thing of the humiliation!"—*Puck*.

## "FOR ALL US CULTURED PEOPLE."

We've got a brand-new paper down to Pohick on the crick,

The editor's a feller that's most chipperlike and quick

To see the real p'int o' things an' then to tell 'em out,

So's everybody knows exactly what he's talkin' 'bout!

We're all a-writin' pieces fur to ketch the public eye;

We can't sign "Old Subscriber," but we hope to by and by.

'An when we git the time we're all a-goin', one by one,

Up to his shop an' tell him how a paper should be run.

It's mighty hard to edit, if you're goin' to do it right,

I'll bet this feller stays awake till 10 o'clock at night

A-thinkin' up the prize fights an' the accidents an' such,

That all us cultured people likes to read about so much.

He says he's filled a long-felt want, an' that he's come to stay;

The town'll be right foolish if it lets him git away;

We're totin' corn an' pumpkins, 'cause you can't subscribe on tick,

To help the literary boom at Pohick on the Crick.—*Washington Star*.

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JOHN GLASS, Boyce Bldg., Chicago, Western Manager.

*It is its enormous*

# **Home Circulation**

*that makes  
advertising pay better  
in the*

# **Boston Herald**

*than in any  
other newspaper in  
New England.*

**WALLACE G. BROOKE**

*Special Representative*

**41 Park Row, New York City**



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LVII.

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## ADVERTISING YALE LOCKS.

AFTER YEARS OF SILENCE THE YALE & TOWNE MFG. CO. AGAIN GOES INTO MEDIUMS THAT REACH THE GENERAL PUBLIC—A NEWSPAPER CAMPAIGN IN THREE CITIES FOR YALE LOCKS, AND A RETAILERS' CAMPAIGN FOR PADLOCKS.

Years ago the advertisements of Yale locks were quite extensively found in magazines. But the manufacturers—the Yale & Towne Mfg. Co. of Stamford, Conn.—did not continue this publicity as the influence and circulation of magazines grew. Hundreds of other standard commodities have been kept steadily before consumers. But the Yale lock has grown chiefly through regular channels of trade, by natural demand, and by technical journal publicity. This it was peculiarly well fitted to do. For the mere word "Yale" has always meant the best thing in locks with the people of this country; while abroad the term "an American lock," a phrase synonymous with excellence and security, has been commonly understood to mean a Yale lock. The word "Yale" on a lock has perhaps only one compeer in the world as an indication of superiority—the word "Chubb," which for nearly ninety years has distinguished the products of the great English house of that name.

Lately the Yale & Towne Mfg. Co. has again gone into general advertising in quite an energetic way, reaching the consumer through two distinct channels and backing up the continuous promotion work it has always carried on through trade journals for

its many products. A newspaper campaign to interest the public directly has been started in several of the largest cities, and a campaign of literature to help retailers has also been begun.

Newspaper copy is now appearing in Chicago, Boston and Philadelphia dailies. It consists of single-column talks about security in locks, and emphasizes the standard character of the Yale, dealing in a popular way with pin-tumblers, the paracentric key-way (or key "hole") and the necessity for having not only the front door protected with good locks, but all doors. A very large proportion of the company's goods are sold through jobbers. It has little direct dealing with retailers. But this newspaper copy is designed to send consumers to the hardware stores. Except in two or three instances no address is mentioned. Some attention is also given, however, to acquainting the public with the Yale master-key lock systems. These are sold chiefly to large manufacturing plants, public institutions, etc. They include a series of locks on doors, storerooms, etc., each being opened with its individual paracentric key, and all being operable by a single master-key. There are also sub-master-keys for divisions of the series if desired. A master-key system is naturally somewhat complicated, and is often specially designed by the company to meet the purchaser's needs. So where newspaper ads about this specialty are printed, the company's office addresses are added—New York, Boston, Chicago and Philadelphia. This newspaper copy is printed in pica old style, and

takes the conversational form. The subject is fresh and affords many interesting details about which readers are usually curious. The paracentric slit through which a Yale latch-key is inserted, for instance, is the latest device for security in locks, and one upon which this company holds the patents. The original pin-tumbler device of the Yale lock, improved by Linus Yale, Jr., from a principle first applied by the regular-shaped paracentric key-way was added to this pin tumbler principle, replacing first the straight slit and then the corrugated key-way, it enhanced the chances against coincidence of keys by an additional one to 27,000, thus running by mathematical progression into infinitude. This subject is easily explained in advertising, and eminently convincing. The Yale & Towne Mfg. Co.'s advertising



More human lives are in the keeping of one lock when it is placed on a railroad switch than in any other position.

Great railroads like the Pennsylvania and Union Pacific that take every possible precaution to safeguard their patrons, use Yale & Towne Bronze Padlocks.

They can be had from nearly every hardware dealer. There are many imitations that resemble the Yale Lock in appearance, but the genuine is made only by

THE YALE & TOWNE MFG. CO.  
The only makers of genuine Yale Locks.



A duplicate key for every lock in your factory would give you access to every department.

But think of the inconvenience of finding the right key for each lock. Before you had gone far you would decide that your plant was too securely locked.

The Yale Master-key Locking System gives you absolute security without inconvenience. It means a Yale Lock on all exterior, communicating, stock and tool room doors, an individual key for each employee who has a right to it, sub-master keys controlling a certain set of locks for watchmen or foremen, and a grand master-key for yourself that will operate every lock. No individual key will pass any lock but its own. No sub-master key will pass any series but the one for which it is intended. But the little key you hold will pass them all.

If your problem is too much locking or insufficient locking, let us send you full description of Yale Master-key System.

THE YALE & TOWNE MFG. CO.  
The only makers of genuine Yale Locks  
New York, Boston, Philadelphia, Chicago



This is the kind of keyhole which the Yale Lock presents to the house-breaker.

It defies the use of any key but the true one and just as effectively resists the gentle art of the lock-picker.

This shape of keyhole is an exclusive feature of the genuine Yale Lock and is but one of the many ways by which a genuine Yale safeguards the home.

A Yale on your doors is better than a night watchman. It never goes to sleep or turns traitor.

Your dealer can supply you.  
THE YALE & TOWNE MFG. CO.  
The only makers of genuine Yale Locks.



Egyptians, afforded a new element of security years ago. A Yale lock has five pin-tumblers, and permits 25,000 effective key combinations, where common locks have but a few dozen. The difference of one-fiftieth of an inch in any pin or key-notch will prevent unlocking, and the chances of such a lock being opened by any but the proper key is one against 25,000—that is, a negligible quantity. When the ir-

department has just issued a little thumbnail brochure that, by an admirable arrangement of leaves, shows the entire mechanism of the pin-tumbler paracentric lock in pictures.

Another interesting general campaign has been undertaken on behalf of Yale padlocks, enlisting the co-operation of 25,000 retailers throughout the country. Nine persons in every ten have the impression that a padlock is some-

thing useful in securing a chicken-coop, or locking the stable door after the horse has been stolen. The company has issued a booklet about padlocks that illustrates fifty-two uses for such devices, including everything from the barn door to milady's jewel-case, for which a tiny gold-plated locket affair is provided, packed with its keys in a showy little satin-lined box, like a diamond ring. The Yale lock mechanism is illustrated, and also that of the ordinary padlock, which can often be opened with a hairpin. This padlock booklet is sent to dealers with their names on the cover, and there is another booklet, "The Story of the Little Black Box," putting padlock arguments in the form of fiction. Besides these pieces of literature the company furnishes envelopes, rubber stamps, printed guarantees, leaflets, shipping and package labels, etc., all with dealer's name, so that he has a complete advertising campaign ready for use. This plan of assisting hardware men to market goods has been very successful. A commendable adjunct is the "loose leaf catalogue," all the different Yale padlocks being described and illustrated, each on its separate leaf, and a collection to correspond with his stock being made up for each dealer, he distributing the leaflets in a special binder bearing his name.

Yale locks take their name from the inventor, Linus Yale, Jr., who was born in New York State in 1821 and died in New York City in 1868, after successfully founding the present business. Mr. Yale was originally a portrait painter, but became interested in lock mechanisms, and eventually won a reputation as the leading American expert in bank and safe locks. Combination locks were then unknown. His early devices were of intricate construction, operated by keys. In 1851 there occurred the famous "lock controversy" in England, when the American Hobbs succeeded in picking the best English bank locks. Later

Mr. Yale succeeded in picking the celebrated Paratopic bank lock and other devices invented by Mr. Hobbs, demonstrating that any lock having a keyhole was vulnerable. He then turned his attention to the combination dial lock, and finally invented his pin-tumbler lock about 1861. Patents on this expired years ago, but the company still has patents on important features such as the paracentric key way. In 1866 Mr. Yale had a small factory in Massachusetts, Henry R. Towne, a much younger man, came from Philadelphia and formed a partnership with him, and since his death has been steadily in control of the business. The business was moved to Stamford in 1869, starting with thirty employees, and has since grown to be perhaps the largest industry of its kind in the world, making not only locks of every character, but builders' hardware, art metal work, lock boxes for United States postal use, the Blount door-check, chain blocks, electric hoists, etc. The name "Yale" has become a valuable trademark in connection with locking mechanism, and the right of this corporation to its sole use has been confirmed by the courts.

#### AN AD THAT WILL COME HIGH.

Whatever may prove to be the advantages or disadvantages of office space in the Singer Manufacturing Company's 612-foot tower at Broadway and Liberty street, numerous applications have already been made for several of the forty-two floors of which this remarkable structure will be made up.

Three different concerns, keenly alive to the advertising possibilities of the highest office in the world, are already in competition for the topmost story.—*New York Times*.

If white space is worth about \$40 per square inch in some mediums, what is it worth to the advertiser to have an agency that puts brains into using it, and brains into saving it?—*Ireland Service*.

## The Travel Magazine

### A PRACTICAL COLOR CHART.

This color chart, showing 380 combinations of shades and colors that harmonize or clash, is reproduced by special permission of the *Haberdasher*, New York, which holds the copyright upon it, and is said to be the first successful attempt to make a working diagram of colors. Designed primarily for dress purposes, it is also useful in the preparation of printed matter, in dressing windows, and in all work where color harmony is

good combination. on the chart, as blue and tan, then select another color harmonizing with one of these same two colors, as wine, and combine the three, blue, tan and wine, always using for the central or most prominent color the one best in both combinations—in this case tan.

"For any color not found in the chart, look for the color nearest to it, cream for ivory, gray for pearl, salmon for pink, and so on. In most cases the same combinations hold, and in every case the introduction of gray, white or black, or a combination

### THE HABERDASHER'S COLOR CHART

	BLUE	BROWN	CREAM	GREEN	GRAY	HELIO	LAVENDER	MAROON	MYRTLE	NAVY	NILE	OLIVE	ORANGE	PURPLE	RED	SALMON	SKY-BLUE	TAN	WINE	YELLOW
BLUE		Good	Good	Strong	Good	Bad	Bad	Fair	Weak	Bad	Fair	Fair	Strong	Weak	Fair	Fair	Weak	Good	Fair	Strong
BROWN	Good		Good	Fair	Fair	Strong	Strong	Weak	Good	Good	Fair	Good	Weak	Strong	Weak	Good	Good	Bad	Weak	Bad
CREAM	Good	Good		Good	Weak	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Weak	Good	Weak
GREEN	Strong	Fair	Good		Good	Bad	Bad	Fair	Weak	Fair	Weak	Weak	Fair	Strong	Strong	Strong	Bad	Fair	Fair	Bad
GRAY	Good	Fair	Weak	Good		Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Fair
HELIO	Bad	Strong	Good	Bad	Good		Weak	Bad	Bad	Bad	Bad	Bad	Bad	Weak	Bad	Bad	Bad	Good	Bad	Strong
LAVENDER	Bad	Strong	Good	Bad	Good	Weak		Bad	Bad	Bad	Fair	Bad	Bad	Weak	Bad	Bad	Bad	Good	Bad	Bad
MAROON	Fair	Weak	Good	Fair	Good	Bad	Bad		Fair	Fair	Bad	Fair	Bad	Bad	Weak	Bad	Bad	Fair	Weak	Strong
MYRTLE	Fair	Good	Good	Weak	Good	Bad	Bad	Fair		Bad	Weak	Strong	Strong	Fair	Strong	Bad	Good	Fair	Bad	Bad
NAVY	Weak	Good	Good	Fair	Good	Bad	Bad	Fair	Good		Bad	Good	Strong	Weak	Fair	Strong	Good	Good	Good	Strong
NILE	Bad	Fair	Good	Weak	Good	Bad	Fair	Bad	Bad	Bad		Weak	Bad	Bad	Bad	Fair	Weak	Fair	Bad	Bad
OLIVE	Fair	Good	Good	Weak	Good	Bad	Bad	Fair	Weak	Good	Weak		Strong	Bad	Bad	Bad	Bad	Weak	Weak	Bad
ORANGE	Strong	Weak	Good	Fair	Good	Bad	Bad	Bad	Strong	Bad	Strong	Strong		Weak	Weak	Bad	Bad	Bad	Bad	Bad
PURPLE	Weak	Strong	Good	Strong	Good	Weak	Weak	Bad	Strong	Weak	Bad	Bad	Strong		Weak	Bad	Bad	Good	Weak	Strong
RED	Fair	Weak	Good	Strong	Good	Bad	Bad	Weak	Fair	Fair	Bad	Bad	Weak	Weak		Weak	Bad	Good	Weak	Strong
SALMON	Fair	Weak	Good	Strong	Good	Bad	Bad	Bad	Strong	Strong	Fair	Bad	Weak	Bad	Weak		Fair	Good	Bad	Bad
SKY-BLUE	Fair	Good	Good	Bad	Good	Weak	Bad	Bad	Bad	Good	Weak	Bad	Bad	Bad	Bad	Fair		Good	Bad	Fair
TAN	Good	Bad	Weak	Fair	Bad	Good	Good	Fair	Good	Good	Fair	Weak	Fair	Good	Good	Good	Good		Good	Weak
WINE	Fair	Weak	Good	Fair	Good	Bad	Bad	Weak	Fair	Good	Bad	Weak	Bad	Weak	Weak	Bad	Bad	Good		Strong
YELLOW	Strong	Bad	Weak	Bad	Fair	Strong	Bad	Strong	Bad	Strong	Bad	Bad	Bad	Bad	Strong	Strong	Bad	Fair	Weak	Strong

wanted. Regarding the best ways of employing the chart, the *Haberdasher* says: "Where two colors are seen to make a displeasing combination, the introduction of gray, white, or black greatly relieves the discord. Two colors that jar the sensibilities when used in combination should be separated as much as possible. The tone of any color is heightened or intensified by placing white beside it. Black has just the opposite effect. For three-color combinations, take any

of them, will make the result harmonious. Although a color may not combine harmoniously with the majority of the other colors in general use, this is no reason why it cannot be employed alone in a display. Helio and lavender can be used with but few colors successfully, and if those few colors are not obtainable, either of these colors can be used alone and produce a very good effect. One of the most skilful window trimmers in New York, employed by a house whose

reputation is world-wide, recently had the main window devoted exclusively to the display of various imported fabrics, every one of which was of the same color—helio. The number of people that stood about the window daily indicated its effect on passers-by.

"In combinations of colors it is generally best to select one to predominate and then arrange the other color, or colors, harmoniously about it. An excellent example of this is shown in a rosebush—to take an example from Nature, which, as stated, is the best guide for a study of color. Two or three red roses, with the green leaves of the bush about them setting them off in strong contrast, show an excellent harmony. Thus the best results in the use of the two-color combinations shown in the chart are generally secured by using more of one color than of the other; for example, in using blue and brown together, make the blue more prominent, bringing in the brown as a contrasting background.

"It is always well to remember that a window with northern exposure has a deficiency of sunlight, and that therefore reds, orange, salmon, yellow and other warm tones should predominate in order to make up for the lack of bright light. A window with southern exposure secures the full benefit of the direct rays of the sun, and the cold colors, violet, blue and green, can predominate with grateful effect. Any of the grays are capital as backgrounds or in combination, especially in windows with a southern exposure."

In Canada newspapers and periodicals are second-class matter and carried through the mails at a half cent a pound, except within a radius of 300 miles the rate is a quarter of a cent and most papers go at a quarter of a cent. They not only go at this rate throughout Canada, but also throughout Great Britain, United States, Mexico, and many far distant countries. The rate was formerly a cent a pound which always produced a deficit; now there is always a surplus.—*Wilmer Atkinson.*

## HOW DEFOE ADVERTISED HIS BOOKS.

Defoe wrote in his day of the morals of trade using the muck rake to uncover the false light introduced to give a delusive appearance to goods; the bags of spurious coin that were kept out of which to give change; the bonuses, like the trading stamps probably of to-day. And this was the same Daniel Defoe—Robinson Crusoe Defoe—who utilized that fine, eye-witness-like certitude of style of his in an ad to boom a book. The book was "Drelincourt on Death," a translation from the French. It fell flat and the publisher called in Defoe to resurrect the corpse. That marvel he actually performed. He wrote for that purpose the pamphlet famous among literary curiosities as the "Apparition of Mrs. Veal." "And thereupon," says the old record, "the copies which had weighted the bookseller down like a pack of leaden bullets now traversed town like the same bullets shot from a gun."—*New York Press.*

## EIGHT MONTHS OF 1906

*From Jan. 1, 1906, to August 31,  
1906, The Chicago Record-Herald*

## Gained 2,130 Columns Advertising

*over the corresponding eight  
months of 1905.*

THE RECORD-HERALD prints the statement of circulation for each day of the preceding month in every issue. How much better this is than "high-water marks."

## THE CHICAGO RECORD-HERALD

## Lincoln Freie Presse

GERMAN WEEKLY.

LINCOLN,

NEB.

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

**Circulation 149,281**

RATE 35 CENTS.

### ADVERTISING THAT GROVELS.

How often you get the impression, in reading a certain kind of retail advertising, that the advertiser is an all-around shopkeeping cad of the type familiar in British novels. His goods are all right, and his presentation of information about goods. But when he gets down to the bottom of the ad he grovels. "Come into the store," he says. "Come in on your way downtown." He seems to be afraid that people who want these goods won't have sense enough to come in, so he endeavors to convey some idea of the abject worship that is waiting in that store for anybody who *will* come in. Just step across the threshold and clerks will bump the floor with their foreheads. Just come in on your way downtown, or uptown, or crosstown, or about town. In the name of heaven, don't go by.

The trouble with this over-emphasis on the "invite" is that, usually, it is too good and bright to be true. One evening a Philadelphian stepped into a well-advertised shop where the invitation idea is altogether too warm in the ads. He went up to a clerk and asked to see certain leaders for that day. Did the clerk bow low? Did he grovel in gratitude? Not for a moment. "You're a minute too late, Bill," was his calm reply as he untied his apron; "it's six o'clock; come around in the morning."

The practical point that we learn from this pleasing instance is that almost any clerk service on earth, no matter how good it is or what it costs, is likely to be way off color when put alongside the groveling advertising invitation. The more people who respond to the fervid invitation, in fact, the more the clerks will have to do, and the greater a margin for neglect and disappointment. The groveling ad simply puts heavy emphasis on that detail of service that is most humanly likely to fall down. And when it *does* fall down, O what a fall is there, my brothers!

Then, groveling isn't dignified.

You don't see Tiffany doing it in advertising, and certainly if anyone knows how the polite public should be treated in an ad Tiffany ought to. Tiffany talks about goods in quite an informing way, and in reading Tiffany ads you are not likely to miss the fact that Tiffany has a big store in New York, with clerks in it, and is ready to take care of business when it comes. There is a suggestion that when you are in New York it will be physically possible for you to step in. But there are no glorious promises, no groveling before the reader as a prospective purchaser. There are the goods and the store. You know how to shop.

Goods! Goods!

They tell the story. If the goods and the prices are all right, people will come around and step in. So long as they are waited on they don't particularly want to feel "at home" in a store. A good many people go shopping to get away from home. So it is often a good thing for the man who can't write a merchandise ad without doing a profound salaam at the end, to just wind-up with the salaam and then cut it off. The glad hand, the waiting latch string, the home-like atmosphere, the deep servility of clerks and proprietor as a wind-up to the day's offerings—these have been greatly overdone. They appear most frequently in the advertising that is written by some young idealistic soul outside the store, and embodies a kind of deportment in retail trade that simply doesn't exist. It is too bright, too perfect. It is on paper in the ad, but nowhere else. Cut out the grovel.

### PASSING OF AN OLD POLITICAL AD.

In previous political campaigns we have been treated to gorgeous torchlight processions, which nightly, amid the glare of rockets and red fire and to the strains of martial music, were sent marching through the streets to please our "populace," and were followed by a liberal distribution of liquid nourishment among the people.

Why are these pleasures now denied to them? Is it that the trustees for the premium payers no longer have the good of the people at heart?—*New York Sun.*

# STORY OF A PATENT MEDICINE THAT WAS INTRODUCED BY AN ADVERTISING EXPERT.

I am invited to tell the story of Laxakola.

It is a sad tale.

It was in 1899 that I listened to the siren song of Samuel M. Crombie, and was lured into an effort to establish a patent medicine business.

Before that I had known that Dr. Pierce had an assortment of steam yachts, house boats, and other things that seemed to me desirable, and that Dr. Shoop owned the finest dogs and guns in the State of Wisconsin, and had sufficient leisure to enjoy them.

I knew all about how Dr. J. C. Ayer had made his millions in sarsaparilla, and how the inventor of California Fig Syrup was living on Nob Hill in San Francisco.

The patent medicine business certainly does look beautiful—from the outside.

Mr. Crombie had invented Laxakola, and had induced quite a number of people in Ypsilanti to use it. I tested it out on various unsuspecting friends, and it seemed all right.

There didn't seem to be any reason why I should insist on keeping the good thing all to myself, so a prospectus was sent out, inviting subscriptions to the stock of the company. The capitalization was modest—only Three Million Dollars.

The circular was headed: "A Rare Chance for a Gamble," and in it was set forth the stories I had accumulated, which told of the fabulous wealth of all the patent medicine men and the ease with which it had been acquired.

Incidentally, subscriptions to the stock of the Laxakola Company were invited from people who were prepared to lose without weeping and wailing, and it was distinctly stated that we did not want money from any one who, if he lost his money, would wear sackcloth and ashes the balance of his life.

Pretty quickly, we had subscriptions for sixty or seventy thousand dollars, and, in addition to this, the company had on hand quite a large amount of space in newspapers over the country, this space having been accumulated in the course of my business as an advertising agent and publisher.

That looked like a pretty good start, especially as we had in Mr. Crombie a man who had had long experience in the drug business, both as a retailer and as a salesman on the road for jobbing and manufacturing druggists.

Nevertheless, it seemed to me that we needed all the wisdom we could get, and, on the recommendation of John Adams Thayer, and William C. Freeman, of the *Journal*, diplomatic negotiations were entered into with Joseph Hamlin Phinney, Jr., the then manager of the Cuticura business.

Mr. Phinney came over and talked to us, and his conversation sounded so good and positive that we were sure we could not get along without him.

We showed Mr. Phinney our bank book, and he said that if our stuff was any good, he couldn't see any use for all that money—that five thousand dollars ought to be plenty. Also, he told us the story of the start of the Cuticura business, when Mr. Geo. R. White put some large vigorous ads in the Boston *Sunday Globe*, and on Monday morning had to call out the Ancient and Honorable Artillery Company, of Boston, to quell the riot of those seeking Cuticura at the doors of the Weeks & Potter Co.

When it came to terms, Mr. Phinney said all he wanted was a nice square chunk of money at the end of each month, and a larger oblong bundle of stock at the end of the year if he sold either fifty thousand or one hundred thousand dollars' worth of Laxakola—I don't remember which was the sum, but that is immaterial, because the entire sales from that time to this day have not equaled either of them.

With all of our immense advertising ability, combined with the medicine knowledge of Mr. Crombie and Mr. Phinney, and with about forty thousand dollars of real money in the Chemical Bank, it looked as if we were ready to go ahead. So we turned the crank a few times and started off at the third speed.

Crombie was sure that our only salvation lay in co-operating with the Proprietary Medicine Association, the Retail Druggists' Association and the Jobbers' Association.

Phinney, having gone through several fights with these aggregations, knew of a very definite and very warm locality to which he was not only willing, but anxious, to consign them.

The result was that we tried out Laxakola in the West on the Crombie plan, and in Boston and New England, on the Phinney plan.

Phinney's idea was to put the ads in the papers and let the druggists "go to blazes." He knew that if we sent in enough calls for the stuff, the druggists would have to buy.

Crombie's idea was to canvass the druggist, sell him as much Laxakola as he would consent to buy, and then advertise, to help him get rid of it.

I believe they are both good systems, but neither, one of them created any excitement at the Laxakola office.

We did manage to place a few gross, but after a few months we found that we were not getting any re-orders. Instead, we were getting some complaints intermixed among the testimonials.

Various experiments seemed to demonstrate that when Laxakola was fresh out of the barrel it was all right, but, after a few months of close communion in the bottle, some of the other ingredients so acted on the senna, as to render it wholly ineffectual and thus eliminated the "early-rising" feature so essential in such preparations.

By the time we had this trouble located and corrected, and had

exchanged new Laxakola for old, we had managed to get rid of a very large part of our cash.

We had proven to our own dissatisfaction that, in our case at least, Mr. Phinney's plan wouldn't work, so we employed some salesmen to go into the smaller towns, sell Laxakola to the druggist, make an advertising contract with the newspaper, and arrange for a distribution of booklets.

There were some weeks in which the salesmen's gross sales amounted to almost as much as their salaries. That was encouraging but not profitable. However, we seemed to gain a little ground all the while, so that by the end of the third or fourth year, it looked as if there might be a week sometime in which we would pay expenses—if we regarded the advertising expenditure as an investment and not as an expense.

We never did quite reach that delectable time, and it was continuously necessary to get more money to go ahead with.

At this point there came to the front a gentleman with a true sporting spirit—Mr. Hamilton Carhartt of Detroit, who, when he is not touring the Continent in his de Luxe devil-wagon, is engaged in manufacturing clothing which only Union men are permitted to wear.

Mr. Carhartt originally came into the gamble with five thousand dollars. Later on, he added five thousand dollars more, and still later, agreed to pay in two hundred dollars a week up to ten thousand dollars additional.

After paying this for a number of weeks, a slight frost set in in the region of his pedal extremities, and he expressed unwillingness to go ahead with the proposition unless some of the other four or five hundred stockholders would also chip in. None of them exhibited any wild desire to do so.

My own personal speculation in Laxakola, at this time, represented a cash cost to me amounting to pretty close on to one hundred



thousand dollars, the remaining stockholders, including Mr. Carhartt, having invested about seventy-five thousand. The total tangible assets of the company at that time were possibly three thousand dollars, and we were not yet paying expenses.

Just at that period I had neither the desire nor the ability to contribute any more funds, so Mr. Carhartt caused to be instituted the necessary legal motions to wind up the company's affairs with dispatch, if not with entire neatness.

Mr. Carhartt had not yet had all the excitement he thought was coming to him in the medicine business so, when the assets of the company were sold, he bought them, I believe for a sum somewhat less than sufficient to pay the current indebtedness. This wiped out the stockholders, a good many of whom turned out to be good gamblers when they thought they would win ten for one, but darned poor losers when the game went against them.

During the progress of the Laxakola business, we added to our first medicine a dyspepsia tablet under the name of Pepsikola, an ointment called Derma-kola, and a couple of others.

I think, aside from the loss of the money, the most irritating thing in connection with the entire business was the fact that one of my customers in the advertising business was the Neuralgyline Company, of Wheeling, W. Va., a company which began operations about the same time as the Laxakola Company, and whose business was carried on along lines for which I was very largely responsible, and which was advertised entirely through my agency.

And the Neuralgyline business was, from the start, a success, and has continued to be so up to date.

Also at about the same time we began to conduct the advertising of Jap-a-lac, and that was a success from the start, and is so to-day.

So it seemed that what we

could do for other people we could not do for ourselves.

I believe that I could now start a patent medicine business and make it a success, but I haven't the faintest glimmer of a desire to do so.

A picture of Dr. Pierce's new yacht was in the New York *Herald* a few days ago, but it no longer interested me.

I never knew a business to look so beautiful on the outside and be so disagreeable on the inside. Successes are made in it in various ways.

I believe that Mr. Wineburg and Mr. Moses have made a lot of money out of Omega Oil, and I understand that they never had a salesman but depended entirely on the compelling force of their tremendous advertising.

Maybe that system would work out again, but the man who tries it must have a very strong heart action.

I have a very strong belief that whatever a storekeeper owns he will sell, and if I were in the medicine business, I would load the retail druggist clear up to the guards with all of my goods he could buy. Then I would advertise in his town to the full extent to which I could go and still reserve a profit on my initial sale.

In the course of time the druggist will get rid of the goods, and if they perform what they promise, a steady sale will eventuate.

It looks like a slow process to sell direct to the small dealer, but that is the only absolutely certain way of introducing a medicine.

Following this plan and given a good medicine, a reasonable amount of money, and a large supply of patience, the result may be considered certain.

The big solid concerns in the medicine business have grown slowly. Time is just as necessary as money or advertising skill.

CHARLES AUSTIN BATES.

BRITISH India's Government is successfully making quinine, of which immense quantities are sold by it through the postoffices.

### SELF-ADVERTISING BY NEWSPAPERS.

Self-advertising by newspapers is well worth while as an indication of self confidence. It is worth doing for that even though it brings no tangible results. But if a newspaper can show that it gets profitable returns through its own ads in its own columns, that will go a long way toward convincing the skeptical merchant who is still without the fold, and unconverted to the power of the public prints. Let a newspaper advertise subscriptions at a bargain, or prizes with want ads, and print the results. "We take our own medicine—not because it is free, for it isn't, but because it pays, even though we charge against the returns the regular price of the space. Last Thursday we advertised so and so. Up to and including the Saturday following, the cash returns amounted to \$—. At the regular price, the space would cost \$—. If we can make it pay, why can't you? *You can! Sooner or later you will.* Shall we come in and talk it over with you? Shall we send a man with a plan that will help to boost your business right now—that will send people to your store and make them ask for the things you want to sell? Do you realize that there is no other way to get such quick action as through the newspaper? Do you appreciate that the newspaper enables you to determine which stock shall be cleaned up—and when—to turn goods into money on the shortest of notice, at the smallest expense. Tell the printer to-night and the paper will tell thousands of buyers at to-morrow morning's breakfast tables. Come in—do it now. There's business enough for all, but the only way you can get your share is to ask for it and give reasons in goods and prices as to why you deserve it."

A line of talk like that, or easily better, will help some.

Self advertising by newspapers takes all sorts of forms. Here, for instance, is the reprint of an

ad from the Des Moines (Ia.) *Register and Leader*, showing how the *Iowa State Register and Farmer* gets subscriptions through an appeal to Young America's love of sport:

#### BOYS, EARN A RIFLE!

Just What Every Boy Wants—A Good Rifle.

We are giving, free, a fine 22-caliber rifle to every boy who will do a little work for us. The rifles are the celebrated "Hamilton" make and every one guaranteed. Frame and working parts are of Blue-Black finished steel. "Take-down" stock of handsome walnut. Fitted with rear peep sight. Lever action with automatic shell extractor. Uses 22-caliber cartridges. Every one a beauty. Just the gun for squirrels and other small game.

#### How to Get One Free.

We will give one of these rifles to anyone sending us eight yearly subscriptions to the weekly *Iowa State Register and Farmer*. The *Register and Farmer* is a bright, interesting, weekly paper, crowded with features and fine illustrations. At fifty cents per year, it is the biggest bargain ever offered.

Write to-day and we will send sample copies and further particulars about getting a rifle free. Address "IOWA STATE REGISTER AND FARMER,"

Des Moines, Iowa.

The *Kansas City Journal* recently used a full page of its space to print the following matter, a large illustration of the salad bowl premium and a blank on which to write the ad. It would be strange indeed if such advertising failed to get "copy" from some people who had never used the "want" columns before:

#### A USEFUL AND BEAUTIFUL SALAD BOWL

given away free on Saturday with a 15c. want ad for Sunday *Journal*. To Be Given Away Free.

On next Saturday every person placing a want ad in the classified columns of Sunday's *Journal* will receive entirely without cost to them one of these useful and beautiful salad bowls. Only one bowl to each person, the premiums not being offered, however, for real estate, medical and employment agency advertising.

#### Why We Do This.

The *Journal* wishes to enlarge the scope of its want advertising:

To make these columns a place of exchange where those who have furniture, clothing, books, talking machines, bicycles, automobiles, any articles whatsoever for which they have no immediate use, may trade them off

for something better suited to their individual needs;

To make known more of the opportunities open to capable but unemployed men and women;

To lengthen its list of houses, flats, apartments and rooms for rent;

To supplement the personal and miscellaneous needs of the community;

And add to the present published lists of financial opportunities;

In fact, to make its classified columns a great market place where everyone, rich and poor alike, may buy or sell with the greatest possible ease, profit and dispatch.

How to Secure the Premiums.

Look about your household or office. A different furnished room? Another house or office?

Is it capable help? What do you need?

Have you certain articles of furniture that are taking up useless space?—chairs, tables, books, pictures, musical instruments, clothing, etc.?

Somebody might make a trade with you.

Is your present situation all you desire? You might better it.

Or do you need to borrow money?

And so on, we all have a thousand needs, and ones which can be easily gratified if we but set about it.

A want ad is only 15 cents for two lines.

On Saturday write your want on the blank.

Fifteen words for 15 cents.

Every word in excess of this number costs 1 cent.

One of these premiums is worth a great deal more than the average advertisement. Worth more than several advertisements. But nevertheless we are going to give a salad bowl for even a little two line advertisement; we are going to be so liberal in our distribution that everyone in Kansas City and vicinity can have something besides the paper itself to act as a pleasant daily reminder of the *Journal*.

These articles are worth five times the price of your advertisement.

After writing your ad tear it out and bring or send it to the *Journal* office with fifteen cents or the necessary charge, and receive the handsome glass salad bowl.

Who May Receive Them.

Premiums will only be given away for ads turned in on Saturday for Sunday paper.

All ads must be accompanied by cash at the regular rates.

No premiums will be allowed for business placed under contracts.

Under no circumstances will these premiums be sold; they can only be secured by advertising through the *Journal* want columns.

No premiums will be sent out of the city, but must be called for at the *Journal* office.

Where the Premiums Can Be Seen.

These Premiums will be on display every day and evening in the windows of:

The Owl Drug Stores—Twelfth and

Walnut streets, 920 Main street, 1107 Main street.

Hess & McCann Drug Store—Eighth and Walnut streets.

Federmann Drug Stores—Twelfth and Main streets. 904 Main street.

Hucke's Drug Store—Eleventh and Walnut streets.

And at the office of the *Kansas City Journal*, Eighth and M'Gee streets.

"Want" Blank.

The *Kansas City Journal*.

Bell and Home Telephones 4,000 Main.

Date .....

Amount .....

Times .....

Position .....

Seven Ordinary Words Will Make One Line.

The Atlantic City (N. J.) *Evening Union* must have gotten a great deal of attention and sold a good many extra copies through its piano gift scheme, as set forth in the ad reprinted below from its own columns:

# HANDSOME PIANO FOR THE WINNER.

*Evening Union* readers are manifesting intense interest in the offer made by this newspaper to present a \$375 Estey piano to the most popular person, lodge, school or church in the city or county.

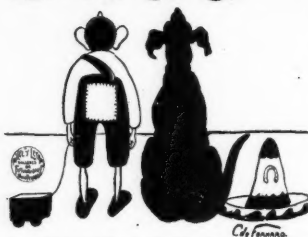
The vote is growing daily by leaps and bounds with a sufficient number of new entries from time to time to keep the result constantly in doubt. There is no limitation to the voting beyond the fact that the ballots must reach this office within five days after the date of publication, and any individual, school, church or lodge will have an equal chance to win the very desirable prize. Vote early and vote often. Get your friends to save their ballots if you are interested.

The vote at noon: Ocean Castle K. G. E., 5,783; Bethany Baptist Church, 5,573; Atlantic City Eagles, 5,417; Arasapha Tribe, I. O. R. M., 5,354; Progression Lodge, I. O. O. F., 5,116; Fremont Council, 5,012; Pequot Tribe, I. O. R. M., 4,935; Chelsea Cadets, 4,574; Atlantic City Elks, 4,210; Westminster Church, 4,174; Captain Mark Casto, 4,034; Second Baptist Church, 3,312; Chelsea School, 3,216; Assistant Chief Whippey, 1,517; Morris Guards, 1,456; Janeway Camp, 1,392; Joe Hooker Post, 1,305; New Jersey Avenue School, 1,163; Washington Camp, 1,044; Kinnewaugh Tribe, 927; Prince Hall Lodge, 864.

*El Diario*, a Mexico City daily, printed in Spanish, has the fol-

lowing to say of the not very enlightening poster here reproduced:

# EL DIARIO



"EL DIARIO,"

Apartado 26 Bis.

2a Calle de la Independencia, No. 8.

Mexico City, Sept. 25, 1906.

Printers' Ink Publishing Company, 10  
Spruce Street, New York, N. Y.:

Noting comment in your number of September 19th about self-advertising by newspapers, I am taking the liberty of sending you to-day under separate cover, two copies of a two-color illustrated poster which we are about to post throughout the Republic.

We may add that the newspapers of Mexico have never, either in their own columns, in other publications, or through street displays, endeavored to exploit their welfare, and we anticipate very encouraging results in our American methods of propaganda in exploiting a newspaper in the Spanish language in this country.

Yours very truly,

COMPANIA EDITORIAL "EL DIARIO,"

S. A.,

Le Roy Scott, Mgr. Adv'g Dept.

The Montgomery (Ala.) *Journal* recently offered a coffee mill free to all new three months' subscribers, or to old subscribers who would pay arrears and three months in advance, the cost of the subscription being \$1.25. The offer was set forth as follows, plus a cut of the coffee mill:

**SOMETHING EVERY ONE NEEDS  
FREE.**

Every household uses a Coffee Mill.

The *Journal* has purchased a number of good ones which will be given away Absolutely Free both to old and new subscribers. Each and every person who pays three months' subscription in advance will receive one of these up-to-date Coffee Mills. They are not the ordinary cheap mills but are first class in every respect.

If you are an old subscriber and your subscription is paid up to date, all that is necessary for you to do is to pay three months in advance. Should you happen to be in arrearage on your subscription pay to date and three months in advance. If you are not taking the *Journal*, now is the time to begin. Pay three months in advance and get one of the best premiums ever offered by a newspaper. Remember this is something useful and is used every day in the year. If an out-of-town subscriber, send 25c. additional to cover shipping, etc.

The *Journal* gives you the news with the bloom on it, every afternoon. The same day it happens. The price is low only 10c. a week, \$1.25 for three months.

Call in person or send your orders to  
L. A. MORRIS, Circulation Mgr.  
Montgomery "Journal."  
Montgomery, Ala.

The *Buffalo Evening Times* made itself talked about favorably, and at the same time performed a public service, by helping to destroy a common pest, through the following ad:

**\$100 IN PRIZES—SCHOOL BOYS  
AND GIRLS OF BUFFALO,  
HERE'S YOUR CHANCE!**

Attention, girls and boys of Buffalo! A glorious opportunity to make your Christmas money!

The *Buffalo Times* will give you a splendid chance to win a cash prize. Offer will be open from the first day of October until the first day of November.

Thirty days to make money in.

The *Times* will give the following twelve money prizes:

\$20 to the boy or girl in any public school who collects the largest number of the egg masses of the Tussock Moth pest.

\$15 to the girl or boy in any public school who captures the second largest number.

\$12 for No. 3 on the list.

\$10 for the fourth highest number.

\$9 for the fifth largest.

\$8 if you are No. 6.

\$7 for the next prize.

\$6 for any school boy or girl who collects the eighth largest number egg masses.

\$5 if you are No. 9.

\$4 if you have worked hard enough to be No. 10.

\$3 for the eleventh highest number and

\$1 to the girl or boy in the public schools who brings in the twelfth high-

est number of the pesteriferous egg masses of Buffalo's great menace.

Prizes will be distributed under the supervision of a committee of the school principals of Buffalo.

The *Times* wants to preserve Buffalo's beautiful trees, and takes this means to help the good work along.

Boys and girls, you can save the shade trees, and earn yourselves a snug bunch of pin money by the *Times'* plan.

The "Pinnacle Printery" scheme for circulation building ought to build more, indirectly, as a result of the health ideas it will be able to print, than directly, as a result of subscriptions from those in the competition. The idea is clearly shown by the following letter and partial reprint of the circular accompanying it:

The Middlesboro "News,"  
PINNACLE PRINTERY,  
Incorporated,

MIDDLESBORO, Ky., Sept. 24, '06.  
PRINTERS' INK, *New York City*:

Noting your "Self Advertising by Newspapers," we inclose a prospectus of a scheme for circulation building, and would like to have your opinion of the venture. The prizes are small, as you will see, but we thought best to go at the matter gently, and, in case it proved a success, increase the rewards for the efforts of our contributors. We propose advertising our bid for "health ideas" extensively, though in a modest way. Yours very truly,  
PINNACLE PRINTERY.

Have you any original or unusual ideas regarding the workings of the laws of nature? Have you ever experimented along this line? Do you know of any simple, but comparatively unknown, remedies which have brought relief to sufferers? Have you gained health yourself by working for it?

We want to know what you have found out about the laws of health. If there is anything regarding life and living you have learned, we want to know it. We want the readers of our publication to know what you know.

We will pay you for what you know. We will give \$25 for the most helpful idea or plan in regard to health that is submitted to us before December 1. We will give \$10 for the second best idea or plan of health that is submitted to us before that date.

This is a chance for some one to do good and at the same time get paid for it.

If you have suffered and have learned how to rid yourself of pain tell our readers that they may profit by your example.

If you have experimented, tell others what you have learned.

Everyone knows some simple remedy

which has been tried in the household for years and has proved reliable.

This little home cure may prove of value to you. Submit it to us, and let us estimate its value.

The conditions with which each contributor must comply in order to get a chance at the prizes are simple and easy.

Every article must be accompanied by one dollar for one year's subscription to the weekly publication issued by the Pinnacle Printery.

Every article submitted must not be more than 500 words in length. Articles of much shorter length stand better chances of winning the prize money.

Every article must be accompanied by the name and address of the contributor, written plainly.

All one has to do is to write out his or her theory, plan or cure as plainly as possible, inclose with the article one dollar in currency or a postal money order for that amount, and send the letter to the Pinnacle Printery at Middlesboro, Ky.

All articles submitted must be considered sold to the Pinnacle Printery.

The Pinnacle Printery reserves the right to publish the articles in its publication.

It also reserves the right to publish the articles in book form.

All articles submitted, if helpful—and we want only that kind—will be published in our publication. Every subscriber will, therefore, get an opportunity of reading the contributions of others.

All articles will be published under the name of the author, unless the contributor asks otherwise. In case the contributor does not wish the publication of his or her name, it will not be made public, while the chances of the contributor for securing the prizes will not be endangered.

The Pinnacle Printery will judge as to whether the article submitted is the best for the purpose intended. The decision of this office as to all contributions will be made on December 1.

Announcement of prize winners will be made on December 1. Address,

PINNACLE PRINTERY,  
Middlesboro, Ky.

#### "ADVERTISEMENT."

Lackawanna commuters had the laugh on one another the other morning upon arriving at the ferry shed in Hoboken. Conspicuously posted near the boat slips was a typewritten document, and even some passengers evidently in a greater hurry than the rest paused to look the proclamation over. A quick glance sufficed and relay crowds would elbow in return to see it first. Some of the passengers in the rush missed their boat. The document simply notified all employees of the company to appear before the Superintendent in their new Winter uniforms for inspection.—*Pittsburg Dispatch*.

# A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL of HONOR of the last named character are marked with an (\*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

## ALABAMA.

**Birmingham.** Ledger, *dy.* Average for 1905, 22,069. Best advertising medium in Alabama.

**Montgomery.** Journal, *dy.* Aver. 1905, 8,677. The afternoon home newspaper of its city.

## ARIZONA.

**Phoenix.** Republican, *Daily aver.* 1905, 6,881. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

## ARKANSAS.

**Fort Smith.** Times, *dy.* Act. av. 1905, 3,781. Act. aver. for May, June and July, 1906, 4,227.

## CALIFORNIA.

**Mountain View.** Signs of the Times. Actual weekly average for 1905, 22,559.


**San Francisco.** Pacific Churchman, semi-mo.; Episcopal. *Cir.* 1905, 1,427; May, 1906, 1,700.

**San Francisco.** Sunset Magazine, monthly; literary; 192 to 224 pages, 378. Average circulation ten months beginning December, 1905, 64,500. Home Offices, Ferry Building.

## COLORADO.

**Denver.** Clay's Review, weekly; Perry A. Clay. Actual aver. for 1904, 10,926, for 1905, 11,688.

**Denver.** Post. Like a blanket it covers the Rocky Mountain region. Circulation—Daily 58,915, Sunday 74,605.

 The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT.

**Bridgeport.** Evening Post, *Sworn dy.* av. 1905, 11,025, now over 12,500. E. Katz, S. Agt. N. Y.

**Meriden.** Journal, evening. Actual average for 1905, 7,587.

**Meriden.** Morning Record and Republican, *Daily average* for 1905, 7,578.

**New Haven.** Evening Register, *daily.* Actual av. for 1905, 15,711; Sunday, 11,811.

**New Haven.** Palladium, *dy.* Aver. 1904, 7,857; 1905, 8,686. E. Katz, Special Agent, N. Y.

**New Haven.** Union. Average 1905, 16,209. 3d. quarter 1906, 16,485. E. Katz, S. Agt., N. Y.

**New London.** Day, *ev'g.* Aver. 1905, 6,109; 1st 6 mos. 1906, 6,065. E. Katz, S. Agt., N. Y.

**Norwalk.** Evening Hour. *Daily average* guaranteed to exceed 5,100. *Sworn* circulation statement furnished.

**Norwich.** Bulletin, morning. Average for 1904, 5,250; 1905, 5,920; now, 6,582.

**Waterbury.** Republican, *dy.* Aver. for 1905 5,648. La Caste & Maxwell Spec. Agents, N. Y.

## DISTRICT OF COLUMBIA.

**Washington.** Evening Star, *daily* and Sunday. *Daily average* for 1905, 25,550 (©).

## FLORIDA.

**Jacksonville.** Metropolis, *dy.* Average 1905, 8,950. Oct. 1906, 9,407. E. Katz, Sp. Agt., N. Y.

## GEORGIA.

**Atlanta.** Journal, *dy.* Av. 1905, 46,038. Sunday 47,998. Semi-weekly 56,781; May, 1906, daily, 52,517; Sun., 57,977; semi-wk., 74,281.

**Atlanta.** News. *Daily aver.* first six mos. 1906, 24,668. S. C. Beckwith, Sp. Agt., N. Y. & Chi.

**Atlanta.** The Southern Ruralist. *Sworn aver.* first six mos. 1906, 62,966 copies monthly. Beginning Sept. 1st, 70,000 guaranteed, semi-monthly.

**Augusta.** Chronicle. *Only morning paper.* 1905 average, 6,045.

## ILLINOIS.

**Aurora.** Daily Beacon. *Daily average* for 1905, 4,580; first six months of 1906, 6,245.

**Calre.** Citizen. *Daily average* first six months 1906, 1,529.

**Chicago.** Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. *Average* for 1905, 4,100 (©).

**Chicago.** Breeders' Gazette, weekly; \$2.00. *Average* circulation 1905, to Dec. 31st, 66,605.

**Chicago.** Dental Review, monthly. *Actual average* for 1905, 3,705.


**Chicago.** Examiner. *Average* for 1905, 144,806 copies daily; 90% of circulation in city; larger city circulation than any two other Chicago morning papers combined. Examined by Association of American Advertisers. Smith & Thompson, Representatives.

**Chicago.** Farm Loans and City Bonds. Leading investment paper of the United States.

**Chicago.** Inland Printer. *Actual average* circulation for 1905, 15,866 (©).

**Chicago.** The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©).

Chicago, Record-Herald. Average 1904, daily 145,761. Sunday 199,400. Average 1905, daily 116,456. Sunday 204,559.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully contravenes its accuracy.

Joliet, Herald evening and Sunday morning. Average for year ending July 17, 1906, 6,266.

## INDIANA.

Evansville, Journal-News. Av. for 1905, 14,040. Sundays over 15,000. E. Katz, S. A., N.Y.

Indianapolis, Up-to-Date Farming. 1905 av., 154,250 semi-monthly; 15c. a line. Write us.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1905, 24,890.

Princeton, Clarion-News, daily and weekly. Daily average 1905, 1,447; weekly, 2,397.

Richmond, The Evening Item, daily. Storn average net paid circulation for 1905, 4,074; nine months ending Sept. 30, 1905, 4,411; for Sept., 1905, 5,015. Over 3,000 out of 4,800 Richmond homes are regular subscribers to the Evening Item.

South Bend, Tribune. Storn daily average, Oct., 1905, 7,586. Absolutely best in South Bend.

## INDIAN TERRITORY.

Muskogee, Times Democrat. 1905, av., 2,881; 3 mos. end. May 1906, 3,215. E. Katz, Agt. N. Y.

## IOWA.

Davenport, Catholic Messenger, weekly. Actual average for 1905, 3,514.

Davenport, Times. Daily av. Oct., 12,250. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average sold 1905, 29,178. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 in 342 issues than any competitor in 365 issues. The rate five cents a line.

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for May, dy. 29,454.

Des Moines, The People's Popular Monthly. Actual average for 1905, 182,175.

Sioux City, Journal, daily. Average for 1905 storn, 24,961. Average for first six months, 1906, 29,045.

Sioux City, Tribune, Evening. Net storn daily, average 1905, 24,287; July, 1906, 27,177. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

## KANSAS.

Hutchinson, News. Daily 1905, 13,435. Oct. 1906, 4,500. E. Katz, Special Agent, N. Y.

Pittsburg, Headlight, dy. and wy. Actual average for 1905, 24,580, weekly 8,278.

## KENTUCKY.

Lexington, Leader. Av. '05, 4,694. Sun. 6,163; Oct. '06, 5,210. Sy. S. A. E. Katz, S. A.

Marion, Crittenden Record, weekly. Actual average for year ending October, 1905, 1,852.

Owensboro, Daily Inquirer. Larger circ. than any Owensboro daily. No charge unless true.

Owensboro, Daily Messenger. Storn average circulation for 1905, 2,471; June, 1906, 5,415.

## LOUISIANA.

New Orleans, Item, official journal of the city. Av. cir. Jan., 1906, 24,615; for Feb., 1906, 25,419; for March, 1906, 24,069; for April, 1906, 26,090. Av. cir. Jan. 1 to June 30, 1906, 25,196.

## MAINE.

Augusta, Comfort, mo. W. B. Gannett, pub. Actual average for 1905, 1,249,578.

Augusta, Kennebec Journal, dy. and wy. Average daily, 1905, 6,986, weekly, 2,090.

Bangor, Commercial. Average for 1905, daily 9,455, weekly 29,112.

Dover, Piscataquis Observer. Actual weekly average 1905, 2,019.

Lewiston, Evening Journal, daily. Aver. for 1905, 7,598 (© ©), weekly 17,448 (© ©).

Phillips, Maine Woods and Woodman, weekly. J. W. Brackett Co. Average for 1905, 8,077.


Portland, Evening Express. Average for 1905, daily 12,005. Sunday Telegram, 8,428.

## MARYLAND.

Annapolis, U. S. Naval Institute, Proceedings of; copies printed av. av. end of Sept., 1905, 1,637.

Baltimore, American, dy. Av. first 6 mo. 1906, Sun., 85,142; dy., 67,714. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1905, 60,678. For October, 1906, 70,150.


 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully contravenes its accuracy.

## MASSACHUSETTS.

Boston, Christian Endeavor World. A leading religious weekly. Actual average 1905, 99,491.

Boston, Evening Transcript (© ©). Boston's tea table paper. Largest amount of week day adv.

Boston, Globe. Average 1905, daily, 192,584. Sunday, 299,646. "Largest Circulation Daily of any two-cent paper in the United States, 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

 The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully contravenes its accuracy.

Boston, Post. Average for Sept., 1906, Boston Daily Post, 240,198; Boston Sunday Post, 214,618. Daily gain over Sept., 1905, 4,505; Sunday gain over Sept., 1905, 24,548. Flat rates, r. o. p. daily, 20 cents; Sunday, 18 cents. The Great Breakfast Table Paper of New England.

Lynn, Evening News. Actual average for year ending August 31, 1906, 7,164.

Springfield, Current Events. Alone guarantees results. Get proposition. Over 50,000.


Springfield, Good Housekeeping, mo. Average 1906, 209,587. No issue less than 225,000. All advertisements guaranteed.

Worcester, L'Opinion Publique, daily (© © ©). Paid average for 1905, 4,255.

## MICHIGAN.

Adrian, Telegram. Dy. av. last three months, 1905, 5,171. Payne & Youngs, Specials.

Jackson, Citizen Press. Average six months ending June 30, 1906, 6,248 daily. Largest in its field. Investigation invited.

 Jackson, Morning Patriot. Average October, 1905, 4,642 net paid; Sunday, 7,245 net paid; weekly (April), 2,418. Circulation verified by Am. Adv. Ass'n.



**Saginaw.** Courier-Herald, daily, Sunday. Average 1905, 12,594; Oct., 1906, 14,888.

**Saginaw.** Evening News, daily. Average for 1905, 16,710; Oct., 1906, 20,878.

**Tecumseh.** Semi-Weekly Herald. Actual average for 1905, 1,275.

## MINNESOTA.

**Minneapolis.** Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1905, 46,423.

**Minneapolis.** Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; first eight months 1906, 100,581.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

**Minneapolis.** Journal, Daily and Sunday. In 1905 average daily circulation 67,588. Daily average circulation for Oct., 1906, 76,641. Aver. Sunday circulation, Oct., 1906, 71,101.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

**Minneapolis.** School Education, mo. Cir. 1905, 9,850. Leading educational journal in the N.W.

**Minneapolis.** Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1905, 51,512.

**Minneapolis Tribune.** W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the month of August, 1906, was 80,500. The daily Tribune average per issue for the month of August, 1906, was 104,759.

**CIRCULATION** The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 43,000 daily. The paper Direct Tribune is the recognized Tory. Want Ad paper of Minneapolis.

**St. Paul.** A. O. U. W. Guide. Average weekly circulation for 1905, 22,542.

**St. Paul.** Dispatch. Average number sold for year 1905, 60,568 daily.

**St. Paul.** Pioneer Press. Net average circulation for January-July 55,502. Sunday 82,487.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

**Winona.** Republican-Herald, oldest, largest and best newspaper in Minnesota outside the Twin Cities and Duluth. Increase in rates Dec. 1.

## MISSOURI.

**Joplin.** Globe, daily. Average 1905, 13,594. Oct., '06, 15,769. E. Katz, Special Agent, N. Y.

**Kansas City.** Western Monthly. Reaches practically all mail-order and general advertisers.

**St. Joseph.** News and Press. Circulation 1905, 55,158. Smith & Thompson, East. Regs.

**St. Louis.** Courier of Medicine, monthly. Actual average for 1905, 9,925.

**St. Louis.** Interstate Grocer has three times more circulation than three other Missouri grocery papers combined. Never less than 5,000.

**St. Louis.** National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1905, 8,041 (©). Eastern office, 59 Maiden Lane.

**St. Louis.** National Farmer and Stock Grower, monthly. Average for 1905, 106,635; average for 1904, 104,750; average for 1905, 105,541.

## MONTANA.

**Missoula.** Missoulian, every morning. Average six months ending June 30, 1906, daily 4,883, Sunday 6,400.

## NEBRASKA.

**Lincoln.** Deutsch-American Farmer, weekly. Average 1905, 147,052.

**Lincoln.** Freie Presse, weekly. Actual average for 1905, 150,784.

**Lincoln.** Journal and News. Daily average 1905, 27,092.

**Omaha.** Farm Magazine, monthly. Average circulation year ending January, 1906, 40,714.

## NEW HAMPSHIRE.

**Nashua.** Telegraph. The only daily in city. Daily average year ending July, 1906, 4,555.

## NEW JERSEY.

**Elizabeth.** Journal, Av. 1904, 5,522; 1905, 6,515; 1st 6 mos. 1906, 7,176; June, 7,577.

**Jersey City.** Evening Journal. Average for 1905, 22,546. First six months 1906, 25,055.

**Newark.** Evening News. Evening News Pub. Co. Average for 1905, 60,102; Oct., '06, 64,407.

**Plainfield.** Daily Press. Average 1905, 2,874. First 7 months, 1906, 2,952. It's the leading paper.

**Trenton.** Times. Average, 1904, 14,774; 1905, 16,458; April, 18,525. Only evening paper.

## NEW YORK.

**Albany.** Evening Journal. Daily average for 1905, 16,512. It's the leading paper.

**Buffalo.** Courier, morn. Av. 1905, Sunday 86,774; daily 48,008; Enquirer, even., 51,027.

**Buffalo.** Evening News. Daily average 1904, 88,457; 1905 94,690.

**Catskill.** Recorder. 1905 average, 2,811; July, 1906, 5,940. Best adv. medium in Hudson Valley.

**Corning.** Leader, evening. Average, 1914, 6,258; 1905 6,395. 1st 6 mos. 1906, 6,485.

**Glens Falls.** Times. Est. 1878. Only ev'g paper. Average year ending March 31, 1906, 2,508.

**Granville.** Sentinel, weekly. Actual average for 1905, 5,270.

**LeRoy.** Gazette, est. 1836. Av. 1905, 2,287. Largest ev. cir. Genesee, Orleans, Niagara Co.'s.

**Mount Vernon.** Argus, evening. Actual daily average 9 months ending October 1, 1906, 8,896.

**Newburgh.** News, daily. Av. '05, 5,160. 1,000 more than all other Newburgh papers combined.

## New York City.

**Army & Navy Journal.** Est. 1863. Actual weekly average for first 7 months, 1906, 9,626 (©).

**Automobile.** weekly. Average for year ending July 29, 1906, 14,615 (©).

**Baker's Review** monthly. W. K. Gregory Co., publishers. Actual average for 1905, 5,008.

**Benziger's Magazine.** family monthly. Benziger Brothers. Average for 1905, 44,166, present circulation, 50,000.

**Chopper.** weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1905, 26,228 (©).

**Jewish Morning Journal.** Average for 1905, 54,688. Only Jewish morning daily.

**Music Trade Review.** music trade and art weekly. Average for 1905, 5,841.

**Printers' Ink.** a journal for advertisers, published every Wednesday. Established 1883. Actual weekly average for 1905, 11,001. Actual weekly average for 1904, 14,918. Actual weekly average for 1905, 15,090 copies.



The People's Home Journal. 544,541 monthly. Good literature. 444,667 monthly, average circulations for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending Sept. 1905, 6,481; September, 1905, issue, 6,998.

Theatre Magazine, monthly. Drama and music. Actual average for 1905, 55,088.

The World. Actual aver. for 1905, Morn., 205,490. Evening, 371,708. Sunday, 411,074.

Rochester, Case and Comment, mo., Law. Av. for year 1905, 80,000. Guaranteed 20,000.

Schenectady, Gazette, daily. A. N. Lacey. Actual average for 1904, 12,574; 1905, 15,058.

Syracuse, Post-Standard. Daily circulation 27,000 copies. The home newspaper of Syracuse and the best medium for legitimate advertisers.

Utica, National Electrical Contractor, mo. Average for 1905, 2,645.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1905, 14,589.

## NORTH CAROLINA.

Charlotte, News. Do business with the News! Leads all evening papers in Carolinas.

Concord, Twice a-Week Times. Actual average for 1905, 2,262.

Raleigh, Biblical Recorder, weekly. Av. 1905, 8,872. Ar. 1904, 9,756. Ar. for 1905, 10,206.

Raleigh, Times. North Carolina's foremost afternoon paper. Actual daily average Jan. 1st to Oct. 1st, 1905, 6,551; weekly, 3,200.

Raleigh, News and Observer, N. C.'s greatest daily. Sworn average 1905, 10,202, more than double that of any other Raleigh daily, 40% greater than that of any other daily in the State.

Winston-Salem leads all N. C. towns in manufacturing. The Twin-City Daily Sentinel leads all Winston-Salem papers in circulation and advg.

## NORTH DAKOTA.

Grand Forks, Herald. Circ'n Aug. 1906, 8,019. North Dakota's Biggest Daily. LaCoste & Maxwell, 140 Nassau St., N. Y. Representatives.

Grand Forks, Normanden. Av. yr. '05, 7,201. Ar. for Jan., Feb., Mar. and Apr., 1906, 7,795.

## OHIO.

Ashtabula, American Sanomat. Finnish. Actual average for 1905, 10,766.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1905, 77,899 (\*); Sunday, 74,960 (\*); Oct., 1906, 74,596 daily; Sun., 87,575.

Coshocton, Age, Daily ar. 1st 6 mos. '06, \$101; in city 10,000; factory pay-rolls \$150,000 monthly.

Dayton, The Watchword. Illus. Young People's Paper. Ar. 1905, 25,519. 15c. per agate line.

Springfield, Farm and Fireside, over 1/4 century leading Nat. agricult'l paper. Cir. 415,000.

Springfield, Woman's Home Companion. June, 1906, circulation, 565,000; 115,000 above guarantee. Executive offices, N. Y. City.

Youngstown, Vindicator D'y ar. '05, 12,910; Sy. 10,178; LaCoste & Maxwell, N. Y. & Chicago.

Zanesville, Times-Recorder. Ar. '05, 10,564. Guaranteed. Leads all others combined by 50%.

## OKLAHOMA.

Oklahoma City, The Oklahoman. 1905 aver., 11,161; Oct. 1906, 14,964. E. Katz, Agent, N. Y.

## OREGON.

Portland, Pacific Northwest, mo. 1905 average 15,585. Leading farm paper in State.

Portland, Evening Telegram. Largest exclusive circulation of any newspaper in Oregon.

## PENNSYLVANIA.

Erie, Times, daily. Ar. for 1905, 15,248. October, 1905, 17,427. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph. Sworn av., Aug. 18., 698. Largest paid circula'n in H'b'g, or no pay.

Philadelphia, Confectioners' Journal, mo. Av. 1904, 5,004; 1905, 5,470 (©).

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1905, 563,266. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal for the reason that "that paper, among all those published in the United States,"



"has been pronounced the one that best serves its purpose as 'an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns.' 'Unlike any other paper.'"

Philadelphia, German Daily Gazette. Aver. circulation, 1905, daily 51,508; Sunday 44,465, sworn statement. Circulation books open.



Philadelphia, The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn daily average for first six months 1906, 103,419; Sunday average, 148,949.

"In  
Philadelphia  
nearly  
everybody  
reads  
The Bulletin."

NET PAID AVERAGE FOR OCTOBER.

**226,833 copies a day**

THE BULLETIN's circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

Philadelphia, The Merchants' Guide, published weekly. "The paper that gets results."

Philadelphia, West Phila. Bulletin, weekly. Circulation 5,000. James L. Waldin, publisher.

Pittsburg, The United Presbyterian. Weekly circulation 1905, 21,560.

West Chester, Local News, daily. W. H. Hodgson. Average for 1905, 15,297. In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamsport, Grit. America's Greatest Weekly. Average 1905, 226,718. Smith & Thompson, Repts., New York and Chicago.

York, Dispatch and Daily. Average for 6 months ending April, 1906, 16,280.



**RHODE ISLAND.**

**Pawtucket.** Evening Times. *Aver. circulation four months ending April 30, '06, 17,502 (sworn).*

**Providence.** Daily Journal. 17,628 (©). Sunday, 20,888 (©). Evening Bulletin 57,722 average 1905. Providence Journal Co. pub.

**Providence.** Real Estate Register; finance, b'ld g, etc.: 2,522; sub's pay 24% of total city tax.

**Westerly.** Sun. Geo. H. Titter, pub. *Aver. 1905, 4,467. Largest circulation in Southern R. I.*

**SOUTH CAROLINA.**

**Charleston.** Evening Post. *Actual dy. average for 1905, 4,505. August, 1906, 4,658.*

**Columbia.** State. *Actual average for 1905, daily 9,587 copies; semi-weekly, 2,625; Sunday, 1905, 11,072. Actual average first eight months 1906, daily 11,005 (©); Sunday 11,978 (©).*

**TENNESSEE.**

**Knoxville.** Journal and Tribune. *Daily average year ending December 31, 1905, 15,015. Weekly average 1904, 14,515.*

*One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.*

**Knoxville.** Sentinel. *Av. 1st 6 mos. '06, 11,108. Carries more advertising in six days than does contemporary in seven. Write for information.*

**Memphis.** Commercial Appeal. *daily, Sunday, weekly. Average 1905, daily 58,915. Sunday 55,887; weekly, 80,585. Smith & Thompson, Representatives N. Y. & Chicago.*

**Memphis.** Times. *Sunday. Circulation year ending February, 1906, 2,110.*

**Nashville.** Banner. *daily. Aver. for year 1905, 8,772; for 1904, 20,705; for 1905, 30,227.*

**TEXAS.**

**Beaumont.** Texas Enterprise. *Average 1905, 5,457; present output over 10,000 guaranteed.*

**El Paso.** Herald. *Av. '05, 5,011; June '06, 6,169. Merchants' canvass showed HERALD in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St. N. Y.*

**San Angelo.** Standard. *weekly. Average for year ending May 2, 1906, 5,015 (3%).*

**VERMONT.**

**Barre.** Times. *daily. F. E. Langley. Aver. 1905, 8,527; for last six months, 1906, 4,065.*

**Burlington.** Free Press. *Daily av. '05, 6,558, for Sept., 8,446. Largest city and State circulation. Examined by Association of American Advertisers.*

**Burlington.** News. *daily, evening. Actual daily average 1904, 6,018; 1905, 6,886; December, 1905, 7,491.*

**Montpelier.** Argus. *Actual daily average 1905, 3,242.*

**Rutland.** Herald. *Average 1904, 5,527. Average 1905, 4,286.*

**St. Albans.** Messenger. *daily. Actual average for 1905, 5,051. Jan., 1906 to Sept., 1905, 5,518.*

**VIRGINIA.**

**Harrisonburg.** Daily News. *Circulation exceeds 3,500. Published in the heart of the rich Shenandoah Valley.*

**Richmond.** News Leader. *Sworn dy. av. 1905, 29,545. Largest in Virginias and Carolinas.*

**WASHINGTON.**

**Seattle.** Post Intelligencer (©). *Average for Oct., 1906—Week-day, 26,502; Sunday, 57,165. Only m'g paper in Seattle; only good marked and guaranteed circulation in Washington. A FULL PAID circulation of exceptional merit and superior value.*

**Tacoma.** Ledger. *Average first six months 1906, daily, 15,875; Sunday 21,111; w'y. 9,642.*

**Tacoma.** News. *Average first four months 1906, 16,212; Saturday, 17,657.*

**WEST VIRGINIA.**

**Parkersburg.** Sentinel. *daily. R. E. Hornor, pub. Average for 1905, 2,442.*

**Ronceverte.** W. Va. News. *w'y. Wm. B. Blake & Son, pub. Average first 7 months 1906, 2,152.*

**WISCONSIN.**

**Janeville.** Gazette d'ly and s-w'y. *Circ'n—average 1905, daily 3,149; semi-weekly 3,059.*

**Madison.** State Journal. *dy. Circulation average 1905, 5,482. Only afternoon paper.*

**Milwaukee.** Evening Wisconsin. *d'y. Av. 1905, 26,648; August, 1906, 28,155 (©).*

**Milwaukee.** The Journal. *ev'g. Average 1905, 40,517; Oct., 1906, 45,172. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.*

**Oshkosh.** Northwestern. *daily. Average for 1905, 7,658. One year to Aug. 1, 1906, 7,904.*

**THE WISCONSIN AGRICULTURIST.**

**Racine.** Wis., Est. 1877. *w'y. Actual aver. for 1905, 41,748; First five months, 1906, 47,272. Has a larger circulation in Wyo. than any other paper. Ad. \$2.80 an inch. N. Y. Office. Temple Court. W. C. Richardson, Mgr.*

**Sheboygan.** Daily Journal. *Average 1905, 1,610. Only paper with telegraphic service.*

**WYOMING.**

**Cheyenne.** Tribune. *Actual daily average net for 1905, 4,511; first six months, 1906, 5,079.*

**BRITISH COLUMBIA.**

**Vancouver.** Province. *daily. Average for 1905, 8,687; Oct. 1906, 10,495. H. DeClerque, U. S. Repr., Chicago and New York.*

**Victoria.** Colonist. *daily. Colonist P. & P. Co. Aver. for 1904, 4,556 (3%); for 1905, 4,503. U. S. Rep., H. C. Fisher, New York.*

**MANITOBA CAN.**

**Winnipeg.** Free Press. *daily and weekly. Average for 1905, daily, 30,048; daily Oct., 1906, 35,158 w'y. av. for mo. of Oct., 22,820.*

**Winnipeg.** Telegram. *Daily average July, 21,249. Flat rate, 42c. inch daily or weekly.*

**Winnipeg.** Der Nordwesten. *Canada's German Family and Agricultural Weekly. Reaches all the German-speaking population of 200,000—its exclusive field. Aver. for the year end, June, 1906, 15,817; aver. last six months, 15,895.*

**NOVA SCOTIA, CAN.**

**Hallifax.** Herald (©) and Evening Mail. *Circulation, 1905, 15,558. Flat rate.*

**ONTARIO, CAN.**

**Toronto.** Canadian Impiemet and Vehicle Trade. *monthly. Average for 1905, 6,055.*

**Toronto.** The News. *Sworn average daily circulation for six months ending June 30, 1906, 58,405. Advertising rate 50c. per inch. Flat.*

**QUEBEC, CAN.**

**Montreal.** La Presse. *La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily, 80,259; 1905, 96,771; weekly, 48,207.*

**Montreal.** Star. *dy & w'y. Graham & Co. Av. for 1904 dy. 56,795, w'y. 125,240. Av. for 1905 dy. 58,125; w'y. 126,507.*



# (◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

## WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

## GEORGIA.

ATLANTA CONSTITUTION. Aver. 1905, Daily \$8,590 (◎◎). Sunday 48,751. W. Y. '04, 107,925.

AUGUSTA CHRONICLE (◎◎). Only morning paper; 1905 average 6,043.

## ILLINOIS.

GRAIN DEALERS' JOURNAL (◎◎), Chicago, prints more circ'd ads than all others in its line.

THE INLAND PRINTER, Chicago, (◎◎). Actual average circulation for 1905, 15,866.

BAKERS' HELPER (◎◎), Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

## KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

## MASSACHUSETTS.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎), Boston. Nearly 200 of its 400 advertisers use no other textile journal. It covers the field.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

## MINNESOTA.

### NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

## NEW YORK.

NEW YORK TIMES (◎◎). Largest high-class circulation.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎), Rochester, N. Y. Best advertising medium in this section.

ENGINEERING NEWS (◎◎).—An authority of the first order.—Tribune, Charleston, W. Va.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

THE CHURCHMAN (◎◎). Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

VOGUE (◎◎), the indispensable weekly, averages more advertising than other publications.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly.

## HARDWARE DEALERS' MAGAZINE.

In 1905, average issue, 19,020 (◎◎).

D. T. MALLETT, Pub., 253 Broadway, N. Y.

STREET RAILWAY JOURNAL (◎◎). The standard authority the world over on street and interurban railroading. Average weekly circulation during 1905 was 8,160 copies.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. Circulation audited, verified and certified by the Association of American Advertisers. Average weekly circulation first six months of 1906 was 18,865.

## OHIO.

CINCINNATI ENQUIRER (◎◎). Great—Influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

## PENNSYLVANIA.

CARRIAGE MONTHLY (◎◎), Phila. Technical journal; 40 years; leading vehicle magazine.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn daily average first six months 1906, 103,419; Sunday average 1906, 148,949.

## THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservative, enterprising newspaper without a single rival.

## SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

## TENNESSEE.

THE TRADESMAN (◎◎) Chattanooga, Tennessee semi-monthly. The South's authoritative industrial trade journal.

## VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

## WASHINGTON.

THE POST INTELLIGENCER (◎◎). Only morning paper in Seattle. Oldest in State. A paper read and respected by all classes.

## WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

## CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,558, flat rate.

# THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

## COLORADO.

**THE DENVER POST**, Sunday edition, November 11, 1906, contained 5,441 different classified ads, a total of 110 6-10 columns. The Post is the want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

## CONNECTICUT.

**MERIDEN**, Conn., **MORNING RECORD**; old established family newspaper; covers field 6,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

## DISTRICT OF COLUMBIA.

**THE EVENING AND SUNDAY STAR**, Washington, D. C. (©), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

## GEORGIA.

CLASSIFIED advertisements in the PRESS, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

## ILLINOIS.

**THE DAILY NEWS** is Chicago's "Want ad" Directory.

**THE CHAMPAIGN NEWS** is the leading Want ad medium of Central Eastern Illinois.

**THE TRIBUNE** publishes more classified advertising than any other Chicago newspaper.

## INDIANA.

**THE INDIANAPOLIS NEWS** during the year 1905 printed 96,982 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 296,941 separate paid Want ads during that time.

**TERRE HAUTE TRIBUNE**. Goes into 82 per cent of the homes of Terre Haute.

**695<sup>23</sup> COLUMNS—174,585 LINES—of Want Advertising GAINED by the INDIANAPOLIS STAR** during the last five months. A record breaker in Newspaperdom. Possible because the STAR exceeds any paper in Indiana by over 13,000 circulation, and is read by more than 400,000 people daily. Rates, 6c. a line.

## INDIAN TERRITORY.

**ARDMOREITE**, Ardmore, Ind. Ter. Sworn circulation second in State. Popular rates.

## IOWA.

**THE DES MOINES REGISTER AND LEADER**; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

**THE DES MOINES CAPITAL** guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

## KANSAS.

**APPEAL TO REASON**, Girard, Kan.; over 300,000 weekly guaranteed; 10 cents a word.

**THE TOPEKA CAPITAL** during past ten months printed 72,395 paid "Wants," 10,637 more than all other Topeka daily papers combined; 5c. line. Only Sunday paper. Largest circulation.

## MAINE.

**THE EVENING EXPRESS** carries more Want ads than all other Portland dailies combined.

## MARYLAND.

**THE BALTIMORE NEWS** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

## MASSACHUSETTS.

**THE BOSTON EVENING TRANSCRIPT** is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

**30 WORDS**, 5 days, for 25 cents.

**DAILY ENTERPRISE**, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000. Try this paper.

**THE BOSTON GLOBE**, daily and Sunday, for the first six months of 1906, printed a total of 224,269 classified ads. There were no trades, deals or discounts. There was a gain of 6,804 over the first six months of 1905, and was 96,385 more than any other Boston paper carried for first six months of 1906.

## MINNESOTA.

**THE MINNEAPOLIS TRIBUNE** is the recognized Want ad medium of Minneapolis.

**THE MINNEAPOLIS DAILY AND SUNDAY JOURNAL** carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in October, 156,072 lines. Individual advertisements, 24,332.

**THE MINNEAPOLIS TRIBUNE** is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

## MISSOURI.

**THE JOPLIN GLOBE** carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

**THE KANSAS CITY JOURNAL**, Kansas City, Missouri. Circulation, 275,665; 250,000 among the best farmers, fruit growers and stockmen of Middle and Southwest; 70,000 among representative families of Kansas City and vicinity.

## MONTANA.

**THE ANACONDA STANDARD** is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (1905), 11,144; Sunday, 13,888.

## NEBRASKA.

**LINCOLN JOURNAL AND NEWS**. Daily average 1906, 27,095; guaranteed. Cent a word.

## NEW JERSEY.

**THE NEWARK EVENING NEWS** is the recognized Want-ad Medium of New Jersey.

**NEWARK, N. J., FREIE ZEITUNG** (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

## NEW YORK.

**THE EAGLE** has no rivals in Brooklyn's classified business.

**THE POST-EXPRESS** is the best afternoon Want ad-medium in Rochester.

**ALBANY EVENING JOURNAL**, Eastern N. Y.'s best paper for Wants and classified ads.

**DAILY ARGUS**, Mount Vernon, N. Y., Greatest Want ad medium in Westchester County.

**NEWBURGH DAILY NEWS**, recognized leader in prosperous Hudson Valley. Circulation, 6,000.



**BUFFALO NEWS** with over 95,000 circulation. **B** is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

**THE TIMES-UNION**, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

**PRINTERS' INK**, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

**WATERTOWN DAILY STANDARD**. Guaranteed daily average 1906, 7,400. Cent a word.

**OHIO.**

**YOUNGSTOWN VINDICATOR**—Leading "Want" medium, 1c. per word. Largest circulation.

**OKLAHOMA.**

**THE OKLAHOMAN**, Okla. City, 13,582. Publishes more Want ads than any four Okla. competitors.

**OREGON.**

**PORTLAND JOURNAL**, Daily and Sunday, leads in "Want ads," as well as in circulation, in Portland and in Oregon. One cent a word. Proven circulation August, 1906, 25,352.

**PENNSYLVANIA.**

**THE CHESTER, Pa. TIMES** carries from two to five times more classified ads than any other paper. Greatest circulation.



**Why Don't You Put It In  
The Philadelphia "Bulletin" ?**

"Want Ads in **THE BULLETIN** bring prompt returns, because "in Philadelphia nearly everybody reads **THE BULLETIN**."

Net paid average circulation for  
October, 1906:

**226,833 copies per day.**

(See Roll of Honor column.)

**GENERAL ADVERTISER.**

Philadelphia has a German population of over 350,000 (U. S. Census, 1900).

The **GERMAN DAILY GAZETTE** covers this field thoroughly.

Sworn circulation, daily,

**51,508.**

Sworn circulation, Sunday,

**44,465.**

**RHODE ISLAND.**

**THE EVENING BULLETIN**—By far the largest circulation and the best Want medium in R. I.

**SOUTH CAROLINA.**

**THE NEWS AND COURIER** (©©). Charleston, S. C. Great Southern Want ad medium; 1c. a word; minimum rate, 25c.



**THE Columbia State** (©©) carries more Want ads than any other South Carolina newspaper.

**CANADA.**

**THE DAILY TELEGRAPH**, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

**LA PRESSE**, Montreal. Largest daily circulation in Canada without exception. (Daily 95,633. Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

**THE Montreal DAILY STAR** carries more Want advertisements than all other Montreal dailies combined. The **P-MILY HERALD AND WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

**THE Winnipeg FREE PRESS** carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

**CRYSTALIZED OPINIONS.**

"After thirty-eight years' struggle with the circulation question" the veteran George P. Rowell has reviewed the newspaper situation in America and has crystalized his opinions of the circulations of the more important papers of the United States into a volume of 560 pages which he calls "Newspapers Worth Counting."

He takes up each paper of over 1,000 circulation and gives its record, good, bad or indifferent.

He divides the papers into four classes, as follows:

First—"The Star Galaxy," which includes papers whose circulation ratings are guaranteed by the American Newspaper Directory.

Second—"The Roll of Honor," which includes papers who made detailed statements last year to the American Newspaper Directory.

Third—"Bull's Eye" papers, by which term Mr. Rowell means papers valued by advertisers more for class and quality of circulation than the mere number of copies printed.

Fourth—All other newspapers over 1,000 circulation.

To each paper in turn is applied the classification or classifications which properly fit it. If detailed statements have been made the figures are given for as many years as statements have been made. If a paper is entitled to the Guarantee Star or to a place on the Roll of Honor these facts are stated.

In the case of only two papers has Mr. Rowell gone outside the routine of his regular classification to make special and personal complimentary mention.

He classifies about 2,000 papers as being entitled to a position on the Roll of Honor and about fifty as being entitled to the Guarantee Star, but in the entire list of papers of the United States, he singles out the *Chicago News* and the *Decatur Review* as being the only two worthy of special mention. Oddly enough both these papers are in Illinois.

One with its circulation of 300,000 in a city of 2,000,000 is a representative of the best there is in metropolitan daily journalism.

The other, with its circulation of 11,000 in a city of 30,000 population, is a tolerably fair representative of what is best in country daily journalism.

The *Review* has had many nice things said about it at different times, but it appreciates this compliment from Mr. George P. Rowell more highly than all the others.—*Decatur, Ill., Review*.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING  
COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

## ADVERTISING RATES

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3; 30 lines to the page (\$40).

For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

OFFICE: NO. 10 SPRUCE ST.

Telephone 4779 Beekman.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

New York, Nov. 21, 1906.

SACRIFICE prettiness in your advertisement, if necessary, but be sure to retain sound argument.

RESULTS are of prime importance in advertising. Compared with results, the cost is not important.

THE average man may enjoy a square fight, but he dislikes a quarrel. Leave your competitor alone when you advertise.

IN every town there is one newspaper that is better for your purpose than any other. Feel your way until you discover that paper and then give it the lion's share of your advertising.

OUR Postmaster-General, Mr. Cortelyou, was placed by the President at the head of postal affairs for the purpose of reforming them, and he has done wonders in the short time he has been in office. Not a misstep has he made, and his bearing towards the Press has been fair and kindly and full of promise.

If it is true, as statisticians assert, that a human being is born every second it would seem to be wiser to seek the patronage of fifty-nine sensible people than to endeavor to catch the "sucker" who is born every minute.

THERE is a man in New York who gets a large mail every day, and who tells the Little Schoolmaster that the large advertising post cards which he receives are the bane of his life. He says they are usually broken in the mail, are unwieldy, and create a bad impression almost always. Are there other business men who think as this man does?

## Put to Good Use.

Every advertising agency that even hopes to have an account finds it necessary, from time to time, to submit to its actual or prospective client a detailed list of the mediums it proposes for accomplishing a given end. Making out such a list often entails a large amount of clerical work and typewriting. Since "Newspapers Worth Counting" appeared a certain far-seeing agent has almost entirely eliminated this work and expense. When he is called upon to furnish a list of mediums, large or small, he takes a copy of this concise, complete work, checks off the papers on the margins, writes in the amount to be spent in each and forwards it to his client. The book costs him at most a dollar, or in lots of 100 as little as twenty-five cents. It makes a list easy to compile, easy to read, and gives the advertiser considerable information regarding each paper's present circulation, either stated or estimated, with a summary of its past record. Such information is not ordinarily included in an agency's estimates. There is also information about other papers in each community, and the advertiser may be certain that if a medium does not appear in this book it is likely to have little practical interest for him.

TOM MURRAY, the Chicago haberdasher, of blue pencil window card fame, has extended his business to the mail-order trade, and will use ten-inch ads in small dailies, the business going out through Lord & Thomas.

WHATEVER may be urged against Mr. Hearst's newspapers there is reason for being thankful that he has never printed anything to compare with the last page of the Saturday editions of the New York *Evening Sun*. In the *American* and *Journal*, although one may not approve of an article, he can almost always tell what it is about.

ONE noticeable feature of the late conference in New York on postal rates was that publishers entertained quite varying views of what they would like to have done and left undone, but no one desired the postage rate to be raised upon his own publication. Quite a number seemed willing to have the screws put on some of the other classes of newspapers and periodicals.

#### Advertising in '49.

The *Nation* recalls the fact, pretty generally forgotten, that in 1848, 1849 and 1850 there was published in this city "a series of illustrated street directories" intended primarily for advertisements. "The plan was to show in the form of a panorama both sides of the street, the occupants of the building being advertised by the signs on the front. The most interesting of these was the directory of Broadway entitled 'Jones' and Newman's Directory of New York,' which extends as far as Worth street. It was issued in four parts, price 25 cents each." There were other directories of the same sort, showing Wall, William and Fulton streets and Maiden Lane. As these relics of a famous generation give views of New York buildings nowhere else accessible, they are considered very rare, and bring from \$50 to \$75 each.

It was Postmaster-General Cortelyou's idea to have the present Postage Commission to consist in part of representatives of the Press, but his views were not accepted.

St. Louis will have a new afternoon paper, the *Evening Times*, about January 1. It will be published by the proprietors of the German *Westliche Post*, and will be an English rival in the field now dominated by the *Post-Dispatch*. Both the *Times* and *Westliche Post* will be issued from the fine new building now nearly completed at Broadway and Chestnut street. The present proprietors of the *Westliche Post* are Edward L. Preetorius, son of the late Dr. Preetorius, and John Schroers.

#### Advertising Journals.

The *Advertiser's News*, for October, N. Y., Vol. 1, No. 9, says of trade papers in the newspaper world:

Firstly, we have the newspaper trade publication issued by an advertising agency.

Secondly, we have the newspaper trade publication used by the "faker" who has a patent medicine to sell.

Thirdly, we have the newspaper trade publication which lives upon the credulity of the publisher.

Fourthly, we have the newspaper trade publication that sells its space absolutely on its merits, with absolute. ly no exchanges, even to a copy of its paper.

Only a moderate amount of investigation is needed to identify the periodicals referred to. No. 1 would seem to be *Judicious Advertising*, issued by the Lord & Thomas Agency of Chicago. No. 2, Teddy Eiker's *National Advertiser*. No. 3 must be intended to characterize the *Fourth Estate*. The description of No. 4 fits PRINTERS' INK "to a T." The *News* would seem to belong in a class by itself. Be this as it may it can doubtless be said of it, without fear of contradiction, that among all Mr. William Randolph Hearst's newspaper enterprises this is the one that receives the minimum of unfriendly criticism.



THE total volume of advertising carried in the *Manitoba Free Press* for November 3 was 198½ columns or 59,550 agate lines. The issue was unique on account of the fact that it contained two double page real estate announcements.

THE Clover List of newspapers has been enlarged by purchase of the *Star*, St. Joseph, Mo. Edward S. Kellogg, one of the founders of the paper, remains as advertising manager, and James L. Houston has been appointed business manager. The *Star* was established a year ago, and now claims an average issue of 9,000 to 10,000 copies daily.

A COMMENDABLE booklet on Virginia farm lands is issued by Walker & Mosby real-estate and insurance men, Lynchburg, Va. It lists and fully describes numerous country properties near that city, both for farming and country homes, and especial attention has been given to the climate and other attractions of the State. The illustrations are an excellent feature.

### **Dr. Beeman Dead.**

Dr. Edward E. Beeman, famous as the "chewing gum king," died November 8 at his home in Cleveland. He had been afflicted with paralysis for several years. Twenty-five years ago Dr. Beeman gave up the practice of medicine there for the manufacture of chewing gum. It was said that the idea of combining pepsin with gum was suggested to him by a young woman who worked in a newsstand where he bought gum, and that he always took good care of her after he had made millions. Dr. Beeman often said that the success of his business was due in great measure to his advertising campaign. Everywhere was the picture of Dr. Beeman with the words telling the virtues of pepsin gum. He took into partnership W. J. White, now of New York. Dr. Beeman sold out his chewing gum interests several years ago.

GEORGE KRIES, a Baltimore man who advertised to set songs to music, keeping both manuscript and money sent him, has been held for trial by a United States grand jury in that city on a charge of using the mails to defraud.

**New Liquor Argument.** The following advertisement for liquor, from the *Boston Transcript*, is not only new in tone, but makes a talk for the commodity in a way that would probably not be objectionable to those who never purchase liquor for a beverage:

Jack Frost is with us again, and he leaves his imprint on the face of mother earth more and more perceptibly as the season advances.

Nature craves more of the substantial solid foods and more of the things that tickle and tempt the palate.

It isn't so long ago that the real Yankee had mince pie with his breakfast, and if it is properly made, a wedge of it is acceptable morning, noon or night. To make it attractive and easily digested, add a wine-glass of Hub Punch to each pie, or a bottle of this toothsome compound to each ten pounds of the pie meat.

Your grocer will supply the Punch. Successful and popular cooks use it.

**Beats El Dorado.** "Tutt's Pills Cure Liver Ills," used to be the heading of a familiar advertisement. When Dr. Tutt retired he was credited with leaving the comfortable fortune of three million dollars. His heart was broken by the death of a favorite son, drowned on a hunting excursion to the Adirondacks; and he sold out the business, then paying a clean profit of a hundred thousand dollars a year, to Brent Good, owner of Carter's Little Liver Pills, for the inadequate price of one hundred and seventy-five thousand dollars. Under the new management, although all advertising has been discontinued, the sales have not materially decreased, and in these days of four per cent interest, the good Mr. Good has pleasure in contemplating one investment that pays back the principal every two years and a trifle over seven per cent annually beside.



# Largest Fees Ever Paid For "Copy"—Why?

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This certifies that we have examined fifteen consecutive Contracts made by Advertisers for the services of John E. Kennedy of the Ethridge-Kennedy Company, New York, and find as follows:

All but two of these contracts were for Campaigns consisting of a Plan of Advertising, with Ten Advertisements based upon that Plan, or their equivalent in Booklets, etc.

The sum which each of these Advertisers contracted to pay the Ethridge-Kennedy Company, or John E. Kennedy, for this service, was, a fee of Two Thousand Five Hundred Dollars (\$2500) cash upon delivery of the ten pieces of copy.

The other two contracts were for Mr. Kennedy's Analysis of, and opinion upon, the Advertising Policy of Clients, the fee specified being One Thousand Dollars (\$1000) cash upon delivery in each of these two cases.

(Signed)

PRINTERS INK PUBLISHING CO.,

R. W. PALMER, Vice-President.

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*See "Saturday Evening Post" of November 3rd, 1906  
Page 12*

THE Sing Fat Company, Chinese advertisers of San Francisco, are putting out newspaper advertising through the Dake agency, that city, with two odd provisions: First, the copy must appear on back pages; second, it must appear only on Mondays.

BENJAMIN ANTHONY, publisher of the New Bedford (Mass.) *Standard*, died in that city November 6, aged seventy. He was the son of Edward Anthony, who founded the paper in 1850, and has been with the property since leaving school.

STOCK cuts of an unusual and attractive sort are shown forth in a booklet recently issued by the Patterson & Gibbs Company of Chicago. Many of them could be used effectively without dragging the subject matter of an advertisement around the block in order to make it fit the cuts.

*Spare Moments*, of Rochester, N. Y., has reproduced in an attractive four-page circular the letter heads of a large number of important firms, banks, etc., each of which contained a paid-in-advance subscription to the paper.

### Light Out of

### Darkness.

What is a newspaper; what is a subscriber; what is a nominal rate; should premiums be allowed; does the one cent postage rate tend to create a deficit or a surplus; what should be the status of sample copies? Answers to these and cognate questions cannot be safely and wisely left to a single individual, unacquainted with the publishing business, nor to three, nor any other number of such persons.—*Wilmer Atkinson*.

If the government would adopt a uniform rate on printed matter and let it all go at one rate, it would solve every puzzle and enable a wayfaring man, though a fool, to tell what postage he must pay.

### Good Argument.

An unusually convincing circular has recently been issued by *Selling Magazine*, the publication of Emerson P. Harris, established last Spring. The talk is directed at publishers, and comes straight from the shoulder. Here is a sample of it:

*Selling Magazine* sees your possible advertiser when he isn't busy—when there is no other solicitor waiting impatiently without his office gate.

It sees him at his express invitation—in fact he pays it for calling once a month and finds fault if it fails to appear at the usual time. It gets next to him when his mind is occupied with selling problems, and gets closer to him because it helps him to solve those problems. It puts him in a mood to consider your proposition. It paves the way right to your office door and makes him willing, even anxious, to buy your "goods" in order to sell more of his own, more easily and economically.

THIS has not been a good year for periodicals that appeal to newspaper publishers for patronage. The *Weekly Journalist* is now a monthly; *Newspaperdom* will henceforth come out only twice a month; the *American Advertiser* died outright not long ago, and *Ad-Sense*, which absorbed the *Ad-Writer*, now seeks a purchaser for its plant, subscription list and good-will.

### Woman Specialist.

Miss Carmelita Beckwith, who has been identified with electrical advertising for some years, has opened an office at 143 Liberty street, New York, to handle publicity in this field. Miss Beckwith gained a technical knowledge of electricity with the General Electric Company, and was later in the advertising department of the New York Edison Company. She is editing a monthly bulletin for the United Electric Light & Power Co., New York, handling the newspaper advertising of the Eastern Cahill Telharmonic Company's new device for delivering music to homes by wire in New York, and has also advertising in hand for the Binghamton Light & Power Co., Binghamton, N. Y. A small child's primer, "The A B C of Electricity," which she publishes, is designed for purchase and distribution in electrical advertising campaigns.

AN exhibition of Kodak pictures, with lectures twice a day by Dr. J. K. Dixon, was lately held at the Madison Square Concert Hall, New York City. Designed to create interest in this camera, many well-known Americans were asked to loan pictures. Richard Harding Davis showed war pictures, Anthony Fiala, the Arctic explorer, snapshots in the land of ice and snow, Mrs. Edward W. Bok was represented, and many others contributed home studies. The Kodak exhibition idea is one that might be carried out on a smaller scale anywhere by photographic dealers.

### Mileage Ruling.

Numerous protests against the ruling of the Interstate Commerce Commission, forbidding the exchange of advertising for railroad mileage, have been expressed by publishers. To a formal protest made by the Massachusetts Press Association, the chairman of the commission, Martin A. Knapp, responds with this letter:

You are aware that all tariffs filed in compliance with the statute name the rates in dollars and cents and do not provide that transportation can be paid for with property. It seems plain to the commission that the law permits payment for services of the interstate carriers only in money. A contrary rule would sanction unequal compensation by different persons and involve ordinarily some degree of discrimination in favor of those permitted to exchange their commodities for transportation. It is the aim of the law to prevent every sort of favoritism and secure absolute equality of treatment in all cases. This ruling in no way interferes with the rights of private contracts. Newspapers and their advertising space may be freely exchanged for any property upon such terms as may be acceptable to the parties to the transaction, but the facilities of a public carrier are not private property, nor are they subject of bargain and sale like merchandise. The right to travel or have property carried by rail, like the right to a common highway, is not a contract right but a political right, the very essence of which is equality. It seems plain to me that such advertising arrangements must involve some measures of discrimination and it is not easy for me to see how an honest newspaper can seriously object to the ruling, which appears in obvious accord with the provisions and purpose of its statute.

THE Starke Agency is using large space for the Oneida Community.

EDMUND W. BOOTH, a brother of Ralph H. Booth, publisher of the *Press*, Grand Rapids, Mich., has been appointed general manager of that paper. Mr. Booth has been for some years connected with the Y. M. C. A. in New York City, securing funds for its work. Some years ago he gave PRINTERS' INK valuable information on Y. M. C. A. advertising. His appointment is part of a general reorganization of the *Press*.

### Advertising Lectures.

A series of twenty lectures on advertising subjects will be delivered at the Brooklyn Y. M. C. A. this winter. Some of the topics and speakers are as follows:

"Ideas and Their Value," Henry S. Howland; "Type and Its Relation to Effective Advertising," Hugh C. Curry; "Cuts: Their Use and Abuse," W. Huffman; "The Relation of the Merchant to His Advertising," Walter Hammitt; "The Cost of Advertising; What Percentage Should Be Spent in Advertising," Charles F. Southard; "Retail Store Advertising," Charles F. Southard; "Psychology of Advertising," A. J. Meister; "Advertising Rates and Contracts," B. Leonard; "Advertising Schemes," M. H. Richards; "Deadwall, Billboard and Sign Advertising," J. K. Fraser; "Advertising Fakes—Claptrap Schemes for the Advertiser to Avoid," Herbert F. Gunnison; "Magazine Advertising," J. A. Richards; "Department Store Advertising," George Perry, and "Putting a New Article Before the Public," George Batten.



DECEMBER COVER DESIGN.

THE Calkins & Holden Agency is placing orders for the National Phonograph Company.



In Philadelphia there are two dailies which not only tell advertisers just what they

A BOOKLET descriptive of "Bancroft," a health resort at Verona, N. J., is distinctive first for the fine illustrations, tipped onto the pages, and then for the quiet, factful argument for the place. It is designed evidently for use among physicians, to attract their patients.

### Good Bank Feature.

To do away with the inconvenience and risk of sending money to the bank late at night, the Day and Night Bank, New York, has installed an automobile service. The car used has a large safe. Collections are made from 14th to 125th streets, starting at 3 p. m., visiting large stores at 5 p. m., theaters at 11, and restaurants after midnight. The car also delivers money to depositors for their payrolls. The auto has no side doors, entrance only being possible by a front door next to the chauffeur's seat. The mechanism is so constructed that it is impossible for any one but a chauffeur who has learned the plan to operate it, obviating the possibility of thieves running off with the automobile, safe and all. Each depositor receives a metal dispatch box, numbered and inclosed in a leather case. In this he puts his currency and checks, and when the machine comes around he turns the box, locked, over to the messenger, who gives him a receipt for the box, "contents unknown." On the stub of the duplicate receipt which the messenger is to take back to the bank is a memorandum of the box's contents. There are but two keys to each box, the customer having one and the receiving teller the other. When the messenger gets the box he drops it into a slit in the automobile safe, and as the safe is built like a letter box the deposit boxes cannot be removed save by some one knowing the combination of the safe.

want to know about circulation, but are so sure of the accuracy of the figures that they are willing to back them up with the Guarantee of Rowell's American Newspaper Directory. The latest edition of the Directory shows that the *Press* in the morning and the *Bulletin* in the evening are the only English dailies which furnish acceptable statements. Moreover, according to the Directory, the *Press* has the largest known morning circulation in Philadelphia, and the *Bulletin* has a larger circulation than any daily in the State of Pennsylvania.

### ABOUT POSTAL DEFICITS.

To the north of us, there is a vast country known as the Dominion of Canada, populated by a virile and enterprising people, rising above 5,000,000, with a domain stretching from the Atlantic Ocean to the Pacific, a distance of over 3,000 miles, and from our borders 2,000 miles up towards the North Pole, co-extensive in area to our own country. Its government is monarchical, the country enjoying the benign rule of King Edward, with a liberal and enlightened Parliament of its own. Its people are intelligent and progressive, who support an untrammelled public press, that circulates freely in all inhabited parts of its territory.

In the Dominion of Canada newspapers and periodicals are designated as second-class matter, as with us, and second-class matter circulates everywhere throughout that sparsely settled country at a half a cent a pound, except that within a circuit of 300 miles it is a quarter of a cent, and most of it is at the quarter of a cent rate.

Not only may Canadian newspapers and periodicals, including sample copies, circulate at this rate in the Dominion of Canada, but they are sent at the same rate all over the United Kingdom of Great Britain, all over the United States of America, and through or around the United States of America, to Mexico, and to every part of that country. Nor is this all, for they may go at the same rate to Borneo, Ceylon, Hong Kong, New Zealand, Sierra Leone, Transvaal, Zanzibar, and anywhere else in the wide world they are wanted. This is ideal. Yet, in Canada not a word is said about the press being subsidized nor about second-class matter creating a deficit, for the very good reason that there is none, but a surplus of \$490,844.89.—Wilmer Atkinson.

SMITH & THOMPSON have added the *Syracuse Journal* to their list.

LEWIS M. HEAD has opened an advertising agency at Spokane, Washington.

J. A. RICHARDS, New York, is placing 1,000 line contracts for the Tiffany Company.

THE Wyckoff Company, Buffalo, is placing advertising for the Neal Biscuit Company, Buffalo.

THE Beers Advertising Agency of Havana asserts that it is the only American agency in Cuba.

WOOD, PUTNAM & WOOD, Boston, are extending the advertising of the Detanated Coffee Company.

ONE time orders for the December issue of the *Delineator* is being run by J. W. Thompson, New York.

WILLIAMS & LAWRENCE have been appointed eastern representatives of the Oakland, California, *Tribune*.

J. L. STACK is placing a 5,000 line contract for the Atchison, Topeka, and Santa Fe Railroad, in western papers.

THE American Farm Product Company is placing advertising through the Frank Presbrey Company, New York.

WITH its December issue the *Mail Order Journal*, Chicago, is ten years old, and a special anniversary number will mark the event.

ALBERT E. HUEGIN, for several years advertising manager of the *Milwaukee Germania*, died in that city recently of tuberculosis, aged forty-seven.

H. COY GLIDDEN has been appointed advertising manager of the De Luxe Motor Car Company at Detroit, Michigan.

LASALLE A. MAYNARD, associate editor of *Leslie's Weekly* and a well-known newspaper man, died in California, November 7, aged forty-nine.

N. W. AYER & SON, Philadelphia, have begun the 1907 campaign for the National Biscuit Company. Orders for 20,000 lines are being placed.

THE Frank Presbrey Agency, New York, is placing in a large list of metropolitan dailies advertising for Atwood's Florida Grape Fruit. This is believed to be the first fruit advertised separately in dailies.

J. H. CAHILL, New York representative of the *Bob Taylor Magazine*, has attached the accounts of the Bob Taylor Publishing Company for money due for salary, etc. The amount is something under \$500.

DAN A. CARROLL is sending out post cards for the Indianapolis *News*, which tell of the large population living within a radius of sixty-five miles from the city. The total buying population in Indianapolis and vicinity exceeds 1,700,000 persons.

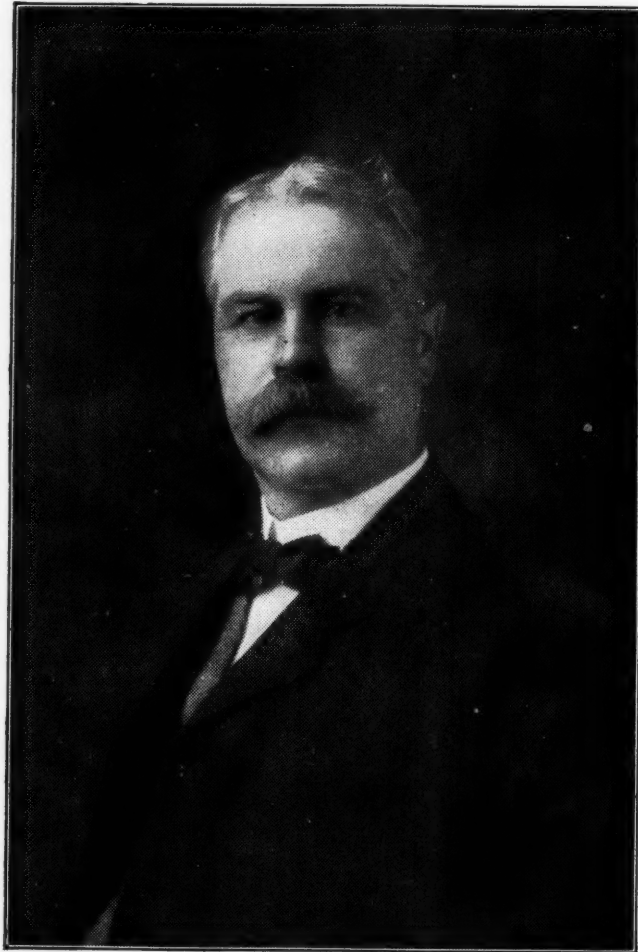
THE Kansas City *Star* has gathered together forty or fifty commendatory letters from local advertisers, photographed them and bound them together in attractive form. The compilation is entitled "Forty ways of saying one thing:—Testimony of the Pathfinders."

MR. ROWELL's index to his book, "Forty Years an Advertising Agent," is what might be termed "one of the curiosities of literature." Not only are references to persons and things indexed, but sentences and phrases are also thus privileged. The author of the volume compiled the index himself. —*San Francisco Argonaut*.

# SUDDEN DEATH OF A. L. THOMAS.

While inspecting rugs in the store of Carson, Pirie, Scott & Co., Chicago, on the morning of

Mr. Thomas was only fifty-six years old, and although he had complained lately of heart trouble, was not thought to be in bad health. His sudden death, in consequence, came as a pro-



MR. A. L. THOMAS.

Saturday, November 10, Ambrose found shock and grief to the L. Thomas, head of the Lord & Thomas agency, that city, was prostrated by heart disease and expired within a few minutes. thousands who knew him in publishing, advertising and business circles.

Ambrose L. Thomas was born

in 1850 at Thomaston, Me., and went when a boy to Boston, where he was educated, and entered business life in an humble position on the Boston *Traveler*. From there he went to the T. C. Evans advertising agency.

In his book, "Forty Years an Advertising Agent," Mr. Geo. P. Rowell, after naming S. R. Niles and U. L. Pettingill, the two advertising agencies doing business in Boston at the time Mr. Rowell established his agency there said:

There was still one other agency in Boston in 1865. It was conducted by two young men under the style of Evans & Lincoln. Evans had been a soldier, had been wounded in the Civil War, and coming home had taken up for occupation the work of soliciting advertising patronage for a few religious papers, notably the *Watchman and Reflector* and the *Youths' Companion*. In this work the firm of Evans & Lincoln made a decided hit. Prices were high, the country was full of paper money, everybody was prosperous, the religious people were undoubtedly the best people, and the religious papers the best papers, but no one had ever before exploited their merits. These young men were industrious and did very well indeed. Evans was a Baptist, his heart was in his work. He was thoroughly in earnest, and Lincoln used to say that when Evans found himself liable to fail to secure the order he was seeking, he often successfully reinforced his other arguments by exhibiting his sore leg that remained an uncomfortable memento of his patriotic service to his country. Lincoln was a very handsome fellow, and prosperity was too much for him. He finally seceded from Evans.

It was in Mr. Evans' office that Mr. A. L. Thomas, head of the great Lord & Thomas advertising agency, and the principal owner of Cascarets, the wonderful medicine that works while the patient sleeps, obtained his first lessons in the science of advertising.

After ten years with Mr. Evans Mr. Thomas moved to Chicago, in 1881, forming a partnership with Daniel M. Lord, details having been arranged through correspondence. Mr. Thomas and Mr. Lord were associated nearly a quarter century, the latter retiring from the business in 1904. Since his withdrawal Mr. Thomas had been president of the agency and active in its finances, though leaving many details of policy and management to younger partners. The business has, in the past three years, been more thorough-

ly remodeled than that of any large agency in this country. It is not likely that his death will materially alter the agency. The surviving partners are C. R. Erwin and A. D. Laskar.

Mr. Thomas was also a partner in many proprietary concerns, having assisted them in finances and advertising at their organization. He was president of the Sterling Remedy Company, controlling Cascarets and No-to-bac, vice-president of the Orangeine Chemical Company, a director in the Indiana Mineral Springs Company, and held an interest in Peruna. In recent years, it is said, these enterprises had made him a very rich man independently of his agency interests. Personally he was most lovable, supervising the business and holding it together in a fatherly way, and the influence of his personality was marked. Some time before retiring Mr. Lord said that it had been his boast that he and Mr. Thomas had never had any serious differences of opinion in their long business life, matters of policy being argued out in the fairest spirit, definitely settled and then adhered to.

It was Mr. Thomas' opinion that the agency over which he presided placed a larger amount of advertising patronage with the newspapers of the United States than had ever emanated from any similar institution in the world, the orders, taking one day with another, aggregating not less than \$100,000 a week, or more than \$5,000,000 per annum.

#### CYNICISMS.

No woman is so mannish as to dislike shopping.

An ounce of hustle is worth a pound of rabbits' feet.

Some fellows never rise in the world for fear of getting dizzy.

A skeptic is a man who uses testing acid on his golden opportunities.—*New York Times*.

It is safely within the truth to state that one-half or three-fourths of all the newspapers and periodicals now published fairly fall within the prohibition of the statute against those "designed primarily for advertising purposes, or for free circulation, or for circulation at nominal rate."—*Edwin C. Madden*.

### DELIVERING MUSIC BY WIRE.

A novel newspaper campaign, just starting in New York dailies, is likely to be extended to other large centers if the plans of those back of it are realized. The Eastern Cahill Telharmonic Company has New York State and New England rights to operate a new electrical device, by which music is produced at a central station by dynamos and delivered to subscribers in homes, cafés, clubs, hotels and public assemblies. A large keyboard at this central station, similar to that of a pipe organ, is played by instrumentalists, producing from dynamos music that resembles the organ, the orchestra, the piano or any solo instrument—even bells and harps. The company has its own conduits, and arranges a daily programme. Subscribers may listen to any numbers de-

extended to other cities. Some interesting figures as to the public to be reached by the advertising have been compiled. There are over 25,000 professional musicians in New York City. Some of the big hotels pay \$25,000 a year for music alone, and there are 3,252 restaurants, cafés, saloons, etc., that buy music in some form. Over 3,000 slot-machine instruments in the city earn a minimum of \$1 per day, or \$900,000 per year. There are over 200 firms engaged in renting pianos, besides the sales of these instruments; one Brooklyn firm has over 8,000 rented, at an average cost to the user of \$60 per year. As a maximum estimate of the business thought to be available for the Telharmonium the company gives the following list, showing that nearly \$50,000,000 worth of music by wire might be delivered to homes and public places in Greater New York:

		Estimated Rate Per Day.	Total Per Year.
2,827 Restaurants.....	300 days at	\$3.00	\$2,544,300
9,350 Saloons..	" " "	1.00	2,805,000
556 Hotels.....	" " "	10.00	1,668,000
657 Schools.....	150 " "	.50	49,275
276 Hospitals, Sanitariums, Asylums, etc.....	" " "	1.00	82,800
663 Boarding Houses .....	300 " "	.50	99,450
1,575 Dentists .....	" " "	.50	236,250
5,070 Barber Shops ..	" " "	.50	760,500
10,000 Stores, etc .....	" " "	1.00	3,000,000
5,960 Doctors' Waiting Rooms .....	" " "	.30	536,400
624,000 Residences, including Apartments, at .....		.20	37,440,000
			<b>\$49,221,975</b>

sired, omitting those not to their taste, and are charged for service accordingly, on a meter system. The cost will probably be above that for telephone service, but is expected to decrease as the system is extended.

To advertise this novelty, space is taken in dailies to invite the public to free recitals at the central station, 1414 Broadway. Later an auditorium is to be fitted up for this purpose. It is expected that this advertising, with a large amount of newspaper comment upon the instrument as a remarkable invention, will give the company thousands of subscribers in New York, and later the Telharmonium will be

The advertising and publicity of the Telharmonium are in charge of the Manhattan Bureau of Publicity, 143 Liberty street, the manager of which is George H. Guy, a well-known electrical writer and expert.

### WHY?

At a time when his paper, *Humanite*, was in desperate need of funds, Mr. Jaures, the French Socialist, says that he resisted manfully the temptation to accept a bribe of \$40,000 offered by the Russian government as the price of his silence concerning the Czar's efforts to borrow money in France. Mr. Jaures proclaims his virtue with pardonable pride. Why the Russians should fear the hostility of a paper likely to die from lack of support the Socialistic leader does not explain.—*Fourth Estate*.



## THE DECAY OF THE BOOK-SHOP.

It is said that the number of retail booksellers in this country is steadily decreasing. Some statisticians blame the magazines and say that Americans no longer read books. We produce sixty per cent of the world's periodicals, but only 81 new books per million people—less than in any other country (even Russia publishes more). Other authorities blame the department stores, and say that they are driving the exclusive bookshop out of business with cut prices and advertising. It is an unmistakable fact that something serious is wrong with the book retailer.

## All Books of All Publishers

(Or at least all that are worth having)

Will be found in our comfortable  
Retail Store.

Booklovers who like to browse  
at their leisure among good books  
are always welcome.

Orders by telephone receive  
immediate attention.

# Putnam's

Retail  
Department  
27 and 29 W.  
23d St., N. Y.

Books get as much attention *wholesale* as football, baseball and automobiling, but what does the retail bookseller do to profit by this advertising? Very little indeed. The advertisement of the slaughter sale of books in a department store is a weekly event in most cities. Big stores keep right behind publishers' production and exploitation. But the exclusive bookshop is seldom represented in the public prints. Only the super-bookish public knows it.

But a bookshop has many at-

tractions to offer. In the first place, it usually carries a better stock of solid books than the department store. In the second place, it affords more leisurely shopping, and a better class of attention—the clerks know books more intimately, and can help with advice. In the third place, it is usually on a par with the department store in prices except for occasional sales—and the bookshop could have a sale now and then as well as the big stores. From the standpoint of merchandise and prices it has not only as good a footing as the bargain establishment, but a number of attractions impossible to the store that sells books alongside of dress goods and stockings, and with a ribbon counter grade of clerks.

Why doesn't the bookseller advertise?

His place ought to be one of the central points of his community. There is a body of sentiment connected with an exclusive bookshop that no department store can have. The idea of coming in and browsing around is an attraction in itself. You can't browse in a department store. The value of the exclusive bookshop as a center of information is an attraction just as strong. People need the exclusive bookseller—the man who really knows books. Hundreds of women's clubs and reading circles are seeking knowledge, material for lectures and papers, etc. The well-posted bookseller can take care of them. Why doesn't he spend a little money to educate a public that is waiting to be educated? Why doesn't he play up the "browse around" and "center of information" ideas? Why doesn't he let people know he is in business? If he did this, isn't it reasonable to presume that he could hold his own as well as any other merchant?

THE phonograph in politics

The hearts of voters cannot reach. It will not say, "Come, have a drink!"

As soon as it has made a speech.—  
*Chicago Daily News.*

FROM ONE WHO THINKS HE BUTLER WIELDS HIS HAMMER AND KNOWS. NAILS A LIE.

NEW YORK, Nov. 9, 1906.

Editor of PRINTERS' INK:

I am very much interested in reading your article "The Advertising of Automobiles" which appears in the current issue of your very excellent journal, but I shall have to confess that I gather the impression that whoever wrote it did not quite know what he was talking about.

The leading contesting American cars in the Vanderbilt Cup Race traveled at a greater rate of speed than 100 miles an hour in the straight stretches, and the advertiser in Buffalo to whom you refer only claimed that his car could go at a rate of speed exceeding 60 miles an hour.

The statement that "makers of the gasoline car stand in terror of the possibility of electricity" has no basis in fact. Except for vehicles for town use, the two types of cars come into no conflict whatever.

So far as any conclusions may be drawn from the Vanderbilt Cup Race in which American cars may be brought into comparison with those of foreign make, it can be said that the foreigners were equipped with better tires for racing purposes. The motor of the leading American car developed no defects and maintained as great a speed—and in one lap a greater speed—than any foreign car with which it was competing. It should also be borne in mind that several of the leading American makers, such as Peirce, Packard, Peerless, and so forth, were not even entered as contestants.

Yours very truly,

"X. Y. Z."

FULL OF YEARS.

DOYLESTOWN, Bucks Co., Pa.

Editor of PRINTERS' INK:

The following paragraph appeared in PRINTERS' INK for November 7:

"The oldest newspaper job in the country—or the one, at least, that has been held down continuously by one man—is that of manager of the *Evening Wisconsin*, Milwaukee. A. J. Aikens has held it down fifty-two years."

Not exactly—at least not the record. Hiram Lukens became an apprentice in the office of the Bucks County (Pa.) *Intelligencer* at Doylestown in June, 1832. He learned the printer's trade in all its mechanical branches, as it existed in his early life. He never severed his connection with the *Intelligencer*, and never occupied any position other than in the composing-room. He set type the day preceding his death in November, 1897.

ALFRED PASCHALL,

Pres. The Intelligencer Company,  
Doylestown, Bucks Co., Pa.

A SAMPLE COPY, TOO.

MULBERRY, O., Nov. 8, 1906.

Editor of PRINTERS' INK:

I think PRINTERS' INK is the "Only Magazine." I got more out of one copy (a sample, too) than out of a half dozen ordinary trade magazines.

CHARLES S. RYHOLT.

November 13, 1906.

Editor of PRINTERS' INK:

Will you kindly give me space in your valuable publication to correct the falsehoods of an anonymous correspondent who recently sent you a communication criticising B. D. Butler.

This correspondent said, "It does not seem to me that Mr. Butler in his 'Rat Hole' letter is honest in his championship of paid circulation as the only real circulation." He then proceeds to attack me falsely, and quotes the report of a circulation investigation of the *Minneapolis Daily News* as proof. The figures he gives are correct. On March 28th, 1905, the American Advertisers' Association investigator credited the *Minneapolis Daily News* with a total circulation of 15,168, of which 13,128 was paid. These figures are all right. In his attempt to make his charge good your correspondent states that the *Minneapolis Daily News* "at that time claimed a circulation of 20,000 or more." To nail this falsehood I inclose you a printed copy of the sworn circulation that was sent out to advertisers at that time. This statement shows that the *Minneapolis Daily News* claimed in the months mentioned a circulation of 15,386 or 218 more than we were allowed by the American Advertisers' Association investigation.

At that time the *Minneapolis Daily News* was eighteen months old, and I submit that the showing disclosed by the investigator was highly creditable to that paper.

Yours sincerely,

B. D. BUTLER.

ENGLAND'S ENCOURAGEMENT.

"Apsley House,"

Sandon Street,

LIVERPOOL, Eng., Oct. 30, 1906.

Editor of PRINTERS' INK:

I have subscribed to the Little Schoolmaster for two years (through Mr. F. W. Sears, London), and have benefited much from the perusal of its invaluable pages.

Yours faithfully,

VINCENT BULLEN.

The theory that any citizen of this Republic may not print a newspaper that is not a business circular, that is not fraudulent, that is not treasonable, and which is decent, and circulate it through the mails at the postage rate established by Congress, subject to regulations that will facilitate circulation, not prevent it, fix his own price upon its value, sell it for cash or credit, offer special inducements to get people to take it, place in it all the advertisements which he can get, establishing his own price for the same, and continue to do so as long as he wishes, without pestering interference of the government, is a wretched and mischievous fallacy that should no longer find lodgment in the minds of intelligent and well-informed persons. It is writ in the Constitution of the United States that "Congress shall make no law abridging the Freedom of the Press." It is high time it was writ that no executive officer of the government shall make any rules and regulations abridging the Freedom of the Press.—Wilmer Atkinson.

FOR THE LORD'S PEOPLE.

"The Lord must have loved the common people," said Abraham Lincoln, "for he made so many of them." The cheap periodical is for the Lord's people. The rich can buy books and high-priced papers and magazines, and can send their children to college; the low rate of postage does not so much concern them; it is the ignorant and lowly that need to be educated and lifted up by means of the public Press. Remember the mechanic, the hired man on the farm, the toiler in mill and mine, the stray from foreign shore, all who are near the bottom rung of the ladder and are struggling for a grip higher up, all the under dogs in the fight, all who seek knowledge with a slim purse, and forbear saying a word or performing an act that will deprive them of opportunity to obtain cheap literature for their life's uplifting. Just as the public school is almost free, so also should be the newspapers to the poor.—*Wilmer Atkinson.*

VERBAL TESTIMONY.

The talking machine has recently been put to a new use in the Pacific Isles. Recruiting natives for the Queensland labor market has recently been difficult, and so some of those already employed there have been induced to make records showing the high wages they earn and the other attractions of life on the plantations.

These records have been reproduced to wandering crowds of islanders with highly successful results in the shape of new recruits. The talking machine also is now used in furthering the education of the missionary.—*Talking Machine News.*

A SCREW LOOSE.

There is a screw loose somewhere in our postal management in reference to second-class matter. An American, by moving to Canada and issuing his paper under the British flag, can send it to all parts of the United States and to distant lands, at a half a cent a pound, while if he remain at home, he must pay one cent.—*Wilmer Atkinson.*

No MERCHANT enters on a campaign of costly publicity until he knows his wares will wear. So it follows that merit and the "advertised everywhere" article usually go together.—*Reader.*

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (300 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted double price will be charged.

WANTS.

EXPERT Printer loaning \$1,000, four months, gets permanent income from valuable established enterprise. "PERFECT SECURITY," P. I.

WANTED Advertising Novelties of every kind, also Calendars. "PUBLICITY," Suite 1, 4 and 3, Molson's Bank Chambers, Vancouver, B. C.

WANTED—TO BUY an evening daily newspaper in town above 20,000 in Middle West. Correspondence confidential. Box 261, Toledo, O.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

WANTED—Letter brokers to send me lists of letters from deaf people, with charge for copying names. CHAS. KOEHLER, 205 West Berry St., Ft. Wayne, Indiana.

WANTED—Linotype composition, 20c. per thousand for 8-point and 12c. for 6-point. Write for complete rate card. Address FRANK B. WILSON, Kenton, Ohio.

WINDOW DRESSER—Wanted capable man to write articles for weekly trade journal, on window dressing. Write, giving full particulars, "W. G.," care Printers' Ink.

EXPERIENCED advertising solicitor wishes to represent high-grade Trade publication in New York and vicinity. Address for particulars, "SOLICITOR," care Printers' Ink.

RAPIDLY growing New York daily wants competent man to manage and develop its classified advertising. Worth while for one who can "make good," "A. I.," Printers' Ink.

WANTED—Old-established daily paper wants bright, active young man, with some experience, in its advertising department. Splendid possibilities for the right man. Address "A. D.," Printers' Ink.

SUPERINTENDENT—Man of strong executive ability who can get results out of force of men. No "has-been" considered. Write. HAPGOODS, 305 Broadway, N. Y.

NEWSPAPER POSITIONS open for advertising solicitors of successful experience. Straight salary propositions. Write for Booklet No. 7, FERNALD'S NEWSPAPER MEN'S EXCHANGE (estab. 1898), Springfield, Mass.

WANTED—A subscription manager for farm paper and book publishing house in the Middle West; one who is active, energetic and able to take financial interest in the business. A great opportunity for the right man. "F. B.," care Printers' Ink.

WANTED—Position as advertising manager for department store, or other requiring the services of a technical school student—one who can plan and conduct a business getting campaign. Experienced. Address "H. J. C.," Printers' Ink.

RARE OPPORTUNITY To secure the services of one of the best advertising men in this country, providing there is chance to get a financial interest in publication. Capable of taking entire charge of business end. "G. A. I.," Printers' Ink.

I AM looking for an opening as business manager or advertising manager of some live paper in the Middle West. Have had nine years' experience in various departments. Can give the best of references and am a hustler. Address "J. D.," 1560 Vine St., Denver, Colo.

"ADVERTISERS' MAGAZINE"—THE WESTERN MONTHLY should be read by every advertiser and mail order dealer. Best "School of Advertising" in existence. Trial subscription ten cents. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave. Kansas City, Mo.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$2 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL Advertising and Business Expert, 143 Metropolitan Annex, New York.

**EXCELLENT** opening for aggressive advertising solicitor and writer, capable of creating and holding business and writing effective advertisements. Morning daily; 35,000; Illinois city. Salary low to start, but advancement to right man. State age, experience, salary expected, references. Send photograph if possible. "A. C. M., Printers' Ink, New York.

**Y**OUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

**I** WANT AN ASSISTANT. I have a place in my department for a young man who understands printing and who has had some experience in the preparation of copy for Bulletin to be sent to members of a selling force. His principal duties will be to supervise the work of three or four other employees and to act in the capacity of office censor. He has an opportunity to create for himself a first-class position both financially and in the eyes of the advertising world. There is a lot for him to learn that, no matter how good he is to-day, he will not know when he comes to me. His salary to start will be based on his value to my department. I wish applicants to send me samples of the work they have done, a list of references, state the lowest salary they will take. I will return all papers if postage is inclosed. E. S. LEWIS, 131 Lothrop Avenue, Detroit, Mich.

#### ADVERTISING MEDIA.

**T**WENTY grocers distribute food products to 10,000 consumers in Troy and Central Miami County, Ohio. The RECORD reaches 70 per cent of them. Only daily. One appropriation only necessary. Send for rate card.

#### SUPPLIES.

**W.** D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

**A**ULD'S BODYGUM FOR SMOOTH, SHARP PRINTING—Added to printing inks, it is guaranteed to overcome mottled effects on half-tone and solid plate printing. Sample cans, postpaid, 50c. H. AULT, Manufacturer, 859 Mt. Prospect Ave., Newark, N. J.

**P**ASTE for shipping labels, mailing wrappers, trunk linings, cigar box labels and all other purposes. Bernard's Cold Water Paste is positively best. Virginia-Carolina Chemical Co. use it exclusively in 16 factories. Sample free. CHAS. BERNARD, Tribune Building, Chicago.

#### 89 Adwriting Rules (Enlarged Edition)

gives in a condensed form practically the same instructions, type information, tables, etc., in advertisement writing that a \$25 to \$40 course teaches. Postpaid, 50c. H. AULT, Stamps or coin. A quarter's worth or the quarter back. L. ROMMEL, Jr., 61d Merchant St., Newark, N. J.

#### ADDRESSING MACHINES AND FAC-SIMILE TYPEWRITERS.

**A**UTO-ADDRESSER—An office machine that saves 90 per cent. Besides selling the "AUTO-ADDRESSER," we make an IMITATION TYPEWRITTEN LETTER and fill in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

AUTO-ADDRESSER, 310 Broadway, N. Y.

#### ADWRITING.

**I** WRITE good advertising, booklets, form letters and store papers. R. E. GRANDFIELD, Fall River, Mass.

#### PAPER.

**B** BASSETT & SUTPHIN, 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

#### PUBLISHING BUSINESS OPPORTUNITIES.

**M**ONTHLY Trade Paper, 4,000 circulation, \$15,000 gross business, \$6,000 profit to owner. Personal reasons for selling. \$12,000 cash will buy it. This is an unusual opportunity.

EMERSON P. HARRIS, Broker in Publishing Property, 253 Broadway, New York.

#### PATENTS.

**PATENTS THAT PROTECT** Our 3 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. H. LACEY, Washington, D. C. Estab. 1869.

#### PHOTO-ENGRAVING.

**P**HOTO-ENGRAVERS, Designers, price list and samples sent on request. STANDARD ENGRAVING CO., New York.

#### PRINTERS.

**P**RIENTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

**W**E print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR PTG. CO., 514 Main St., Cincinnati, O.

#### COIN CARDS.

**\$3** PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

#### COIN MAILER.

**\$2.** 60 PER 1,000. For 6 coins \$3. Any printing. ACME COIN CARRIER CO., Burlington, Ia.

#### MAILING MACHINES.

**T**HE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

#### HALF-TONES.

**P**ERFECT copper half-tones, 1 col., \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

#### NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1; 4x5, \$1.50. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

**H**ALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 416, Philadelphia, Pa.

#### MULTI-TYPEWRITING.

#### MULTI-TYPEWRITING

Typewritten imitations are undergoing a revolutionary change. We're making it famous. ROGERS & CO., 149 Jefferson Ave., Detroit, Mich.

#### ADVERTISING AGENCIES.

**D.** A. O'GORMAN AGENCY, 1 Madison Ave. N. Y. Medical journal advtg. exclusively.

**T**HE IRELAND ADVERTISING AGENCY. Write for Different Kind Advertising Service. 925 Chestnut Street, Philadelphia.

**A**LBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

#### WRITERS' AND PUBLISHERS' OPPORTUNITIES.

**W**RITERS, Speakers, Students, Artists, Publishers: Invaluable assistance: Calls or correspondence. Search-Light Information Library's great collection: Up-to-date pictures and clippings covering everything. 31 Murray St., N. Y.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 25¢ com. 3 samples, 10¢ J. C. KENYON, Owego, N. Y.

CELLULOID and Metal Buttons, Advertising Novelties, Badges, largest assortment, lowest prices; samples sent. JAMES HENDERSON, Room 1304-150 Nassau St., N. Y. Phone 4853, Beekman.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

FOR live advertising novelties, specialties, business souvenirs, calendars, signs, read THE NOVELTY NEWS, official organ of the manufacturers. Full of suggestions. Illustrated. 50¢ a year. 1734 Washington St., Chicago.

FOR SALE.

MODEL 1 Linotype, recently rebuilt. TYPE-SETTING MACHY CO., 1241 State St., Chicago.

FOR SALE—Copy of Nelson Chesman's Rote Book for 1906, unused. Publisher's price, \$5; will sell for \$2.00. "N. C. R." care Printers' Ink.

FOR SALE—Five Sprague Linotype motors, in good repair, for sale cheap, all or singly. THE VAIL COMPANY, Coshocton, Ohio.

FOR SALE—8 and 4-page Scott perfecting press, good condition; 6, 7 or 8 columns. Price, including curved stereo machinery, \$3,500, our office. Address "A. A. A." care Printers' Ink.

WE have a customer for a copy of "Ready Made Ads," published by Printers' Ink several years ago. He will pay a premium for it. Printers' Ink.

NAMES of M. O. Buyers, over 60% "Mrs." balance married men. from small towns in the U. S.; typewritten; alphabetically; \$2 per M.; \$1.25 500. L. B. GREENBERGER, 594 Lorain St., Cleveland, Ohio.

FOR SALE—Complete newspaper and job plant in excellent condition, publishing daily 1,600 circulation, weekly 2,500, in growing city of 12,000 population; doing between \$2,500 and \$3,000 of business per month and steadily increasing; in splendid field to improve. For particulars, price and terms, write C. A. MCCOY, Lake Charles, La.

BOOK and JOB PRINTING OFFICE—Running office, with 5 cylinder presses, 2 job presses, cutting machine, motor and large fonts of type and plenty of them for book, job and poster work; office in good-sized city and will be sold running at a very reasonable price.

GEO. C. JAMES & CO.,  
126 Longworth St., Cincinnati, Ohio.

## "Our New Telephone Cards"

Size 5½x16, with spaces for 30 of the most important calls—New and Unique Designs. Printed in four colors on white enameled board, make a Permanent Advertisement, as every Telephone Subscriber receiving one will keep and use it. We furnish these cards complete. Eyeleted, with your Advertisement neatly printed. Sample free. Special prices to Printers and Novelty Dealers prepared to solicit orders and do their own printing. THE CURTIS-WAY CO., 165 Pratt St., Meriden, Conn.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. WALLACE & CO., 29 Murray St., New York, 101 Pontiac Bldg., 338 Dearborn St., Chicago, Ill.

TYPE AND PRINTERS' SUPPLIES.

ORIGINAL DESIGNS in type for advertising purposes. Our type is used more extensively in advertising matter than any other make in the world. Specimen pages on application. AMERICAN TYPEFOUNDERS CO., New York.

# NEWSPAPERS WORTH COUNTING

Mr. Rowell's latest book, "Newspapers Worth Counting," is of great value to every man in advertising. Every publication that gives a detailed statement of circulation is given credit for all they claim. Those who will not make detailed statements are, undoubtedly, rated as high as they should be. The hardest problem we have to solve is the matter of circulation. If we can get at the actual circulation of any publication, the rest is very easy.

J. C. MOSS,  
Newspaper Advertising Agency.  
Buffalo, N. Y.

In separating the wheat from the chaff, I think you have performed a service of the utmost value to advertisers in general, and from the examination I have made of the book I believe your work has been most thoroughly done.

E. EVERETT SMITH,  
Succeeding Smith, Arison & Co.,  
Advertising Agents,  
728-729-730 Mutual Life Bldg., Philadelphia.

It is a book, like everything issued on the subject of Advertising by Mr. Rowell, that is of much value to an advertiser.

BERT M. MOSES, Sec'y,  
The Omega Chemical Co.  
452 Fifth Ave., New York.

I am delighted with "Newspapers Worth Counting." It obviates the necessity of wading through a lot of matter ordinarily in the big directories, and which is of very little use to any one.

It brings down practically all the publications a man ever thinks of using.

CARROLL J. SWAN,  
Publishers' Advertising Representative.  
24 Milk St., Boston, Mass.

## Newspapers Worth Counting 560 Pages

1 Copy,	-	\$1
12 Copies,	-	5
100 Copies,	-	25
1,000 Copies,	-	200

Sent Carriage Prepaid on Receipt of Price

ADDRESS

Printers' Ink Publishing Co.

10 SPRUCE ST., NEW YORK.

## CARD INDEX SUPPLIES.

GET prices on Stock Cards and Special Forms from manufacturers. Cards furnished for all makes of cabinets. Special discounts to Printing Trade.

STANDARD INDEX CARD COMPANY,  
707-709 Arch St., Philadelphia, Pa.

## PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue (20¢) Greatest book of its kind. Published annually, 35th issue now ready; free. S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

## POSTAGE STAMPS.

UNUSED U. S. or Foreign; ship c. o. d. ORSER Broker, 2404 Milwaukee Av., Chicago, Ill.

## ORIGINAL DESIGNS.

ARE YOU in the market for an original, neat, tasty letterhead, cut litho style? Send matter for sketch samples, etc. Lowest prices.

CAPITOL ENGRAVING CO.,  
211 F St., Washington, D. C.

## ADVERTISEMENT CONSTRUCTORS.

5 MONEY GETTING ADS. ENTERPRISE AD AG'CY, 633 Sterling Pl., B'klyn, N. Y. \$1

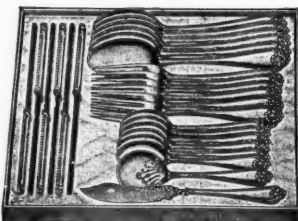
If you ever want (You constantly need it). A bit of advertising matter with a peculiar flavor of its own—i. e., something quite unlike what you or your competitors have been using—I shall be pleased to have you write for samples of my work. I make Circulars, Folders, Price Lists, Catalogues, Trade Primers, Circular Letters, Announcements, Mailing Cards, Booklets, Notices, Newspaper, Periodical and Trade Journal advertisements, etc. etc., and I hazard the suggestion that the "samples" I would send would be very well worth your looking over. Shall I send them? No postal cards, please. No. 70. FRANCIS L. MAULE, 402 Sansom St., Phila.

## Increase Your Sales

USE

Silverware  
for Premiums

SPECIAL QUALITIES,  
PATTERNS, PRICES.



International Silver Co.

Factory "C,"  
Bridgeport, Conn.

# "All the Trade"

You have always furnished us our job blacks, and if you can give us same satisfaction on your colored printing inks, at same prices, you will have all our trade.

HANOVER PRINTING CO., Boston, Mass.

Many printers throughout the country fall into the habit of buying their black inks from one house and their colored inks from another, which oftentimes is not a bad scheme, as some houses are specially good on blacks while others are away up on colors. I feel that my manufacturer is good on all lines, and all I ask is a trial order, whether it be for a ¼-lb. can of the finest carmine or a 25-lb. keg of ordinary news ink. When my goods are not found as represented, I refund the money and reimburse the purchaser for all transportation charges. Send for my sample book of colored inks.

ADDRESS

PRINTERS INK JONSON, 17 Spruce St., New York

# WANTED

## THE BEST

## MAN

## THAT MONEY CAN

## PROCURE

As Eastern Advertising Manager (New York Headquarters) for one of the Leading Monthly Magazines of National Circulation, carrying regularly a large volume of high-grade business. Magazine pays advertisers and is growing rapidly. Excellent opportunity.

Applicant must be thoroughly experienced, well acquainted with advertisers and agents, and able to command business. State age, past record fully, references and income desired. All applications will be considered *strictly confidential*. No attention will be paid to curiosity seekers or inexperienced men. We want a big, broad-gauged man, capable of taking full charge, with ability to develop business, and not a copy chaser. Address

**Publisher,**

Care of PRINTERS' INK.

10 Spruce St.

New York.

## NEWSPAPERS

## WORTH

## COUNTING

No one could conscientiously say that "Newspapers Worth Counting" is not of great value to the advertising public, and about as aggressive as anything of its kind that has ever been published.

C. A. WILLIAMS,  
Of Williams & Anderson,  
Publishers' Representatives.  
Marquette Building, Chicago.

"Newspapers Worth Counting" strikes us as being the concentrated essence of the very information that every advertiser has always needed, but has hitherto never been able to obtain in such compact and readable form. We heartily congratulate the publishers on both the matter itself and the shape in which they have produced it.

THE BATES ADVERTISING CO.,  
Converse D. Marsh,  
Chairman Executive Committee.  
15 Spruce St., New York.

"Newspapers Worth Counting" gives in a very condensed shape just the information that everybody interested in advertising wants to know.

THE H. W. DOREMUS  
ADVERTISING AGENCY,  
Per H. W. Doremus.  
27 William St., New York City.

How any firm with an advertising appropriation, however small, can afford to be without a copy of "Newspapers Worth Counting" is beyond my comprehension. I would not sell my copy for Ten Dollars, if I could not get another.

JULIUS MATHEWS.  
Boston, Mass.

"Newspapers Worth Counting" will be of great value to the advertisers desiring to get down to the real facts.

JAMES T. WETHERALD  
ADVTG. AGENCY,  
Per A. B. Hitchcock, Jr.  
221 Columbus Ave., Boston, Mass.

**Newspapers Worth Counting**  
**560 Pages**

1 Copy,	-	-	\$1
12 Copies,	-	-	5
100 Copies,	-	-	25
1,000 Copies,	-	-	200

Sent Carriage Prepaid on Receipt of Price.

ADDRESS

**Printers' Ink Publishing Co.**

10 SPRUCE ST., NEW YORK.



## COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.  
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,  
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

He Chong Yum & Company evidently share the American belief that it pays to advertise, but they have fallen into the too

There are four figures in this little illustration, and even in the original it was difficult to find them all. Our Chinese friends will do better if they use one figure only and adopt some style that will be clear and plain, as, for example, the illustration marked No. 2.

### Chinese Works of Art

Antique Vases, Bric-a-Brac,  
 Bronzes, Jade, Nankin, Canton Blue and Gold Medallion  
 Dinner Ware.



Rich Embroideries of All Kinds  
 for Decorative Purposes.

Fine Carved Teakwood  
 Furniture and Cabinets.

He Chong, Yum & Co.  
 20 West 30th Street, New York

NO. 1

prevalent American habit of endeavoring to show too many people in one small picture.

### Chinese Works of Art



NO. 2

Every illustrator and every advertiser who uses pictures will do well to bear in mind that an



**FOR CHURCHES, CHAPELS  
 AND SCHOOLS.**

Acknowledged by the most eminent  
 musicians and critics to be the

**Standard of the World**

SEND FOR ILLUSTRATED CATALOGUE.

**Mason & Hamlin Co.**

BOSTON

NEW YORK

advertisement that doesn't hang together is in some degree a failure. This does not always mean that the picture must entirely surround the type matter, or that a border surrounding both picture and type is essential. With the right sort of an illustration and the intelligent selection of type it is often possible to place the picture and text side by side and

make them look harmonious and as if they belonged to each other. This effect is not produced, however, by the Mason & Hamlin Organ advertisement here shown. The picture and text do not hang together and there is nothing to tie them together. As a consequence the advertisement presents a careless appearance, when a little forethought would have made a good, strong advertisement of it.

\* \* \*

Here is a Monarch Typewriter advertisement which stood out very strongly in the publication in which it appeared. The border is heavy and black and the name of the article advertised is strongly displayed. As an eye-catcher this advertisement, though simple, is a distinct success, but the poor little machine up in the corner has a rather hard time of it.

Look at the machine.

On the



# MONARCH

**Visible Typewriter**

all the writing is in full sight all the time--and the mechanism is so perfect that the operator can give his sole attention to the writing. That's why the Western Union Telegraph Company has just purchased sixty-five Monarch Visible Typewriters to present to their San Francisco operators who lost their machines in the fire.

Sent for literature

**The Monarch Typewriter Company**

General Offices and Factory, Syracuse, N. Y., U. S. A.

It is so small and so weak that it might just as well not be there at all. The advertisement is not so good as it would have been if the machine were left out; and if it were thought necessary to show the machine a larger cut of it and a different style of treatment of the whole advertisement are necessary.

\* \* \*

Here is another advertisement

clipped from the same publication as the Monarch Typewriter ad. It is almost as strong insofar as display is concerned and still shows up the sparking plug, which it advertises, clearly and distinctly. This design is rather

## SOOT-PROOF PLUG



### Stands Alone

As the only sparking plug in the world that is free from the annoyance of getting clogged up and eventually becoming short-circuited. It is the most satisfactory plug in every other respect.

Every wide-awake dealer sells "SOOT-PROOF" Plugs.

If your dealer cannot supply you, write to us and we will do the rest.

**C. A. MEZGER, Inc.,** 263 West 60th Street,  
NEW YORK, U. S. A.  
NATIONAL SALES CORPORATION, Factory Sales Managers.  
810 Broadway, New York City.

American Engineering

good, but the advertisement, considered as a whole, is not. "Stands Alone" as a headline for a sparking plug advertisement is not a very wise choice, and the way the advertisement is set up leaves too much white space bunched at the top. This could easily have been remedied and the white space distributed around the copy, in which case the advertisement would have presented a far better appearance.

#### BIG INTEREST AS A BAIT.

A number of New York daily papers lately have carried flaming advertisements of gold mining stock, some of which were worded plainly to promise as high as 116 per cent profit on investments. If the proprietor of any one of those papers should be approached personally by Hungry Joe, what answer would he give, if Joe in all seriousness addressed him thus: "Sir, standing over there is a man who, I know, has confidence in you. If you will give me an introduction to him (which he will accept as a voucher of my honesty) I will give you a thousand dollars, because I have a confidence game which I can work on him just as soon as I am creditably introduced."—*Kidgway's*.

## READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

WYCKOFF & LLOYD CO.,  
Formerly Selvey-Wyckoff Co.,  
Contractors for Steam and Hot Water  
Heating Apparatus and Sanitary  
Plumbing.  
35 & 37 Lyman St.,  
SPRINGFIELD, Mass.

### Editor Ready Made Department:

The writer has followed with great interest the advertisements published in your department and noted your criticisms.

So far we have failed to note any ads applying to such a business as ours, and inclose herewith several of a series that have been running in the *Springfield Republican* since last May. These ads occupy a preferred position and the matter is changed daily. The above paper has very strict rules regarding use of cuts, etc., so we are using a semi-weekly illustrated paper in addition to the *Republican*. It is manifestly impossible to advertise prices of heating plants, as no two are alike, so our efforts have to be along the line of the advantages of steam and water heating.

Whether or not the ads are good we cannot say, but do know that our business in house-heating boilers is largely in excess of any previous year for the same period.

The writer has had no previous experience in the writing of advertisements and would appreciate any suggestions.

Very truly yours,  
H. W. LLOYD.

Inexperience considered, these ads, which occupy a two-inch single column space each, are very well done. Most of them, however, carry a headline which not only doesn't mean anything, but absolutely fails to suggest anything in particular. "The Greatest," "Don't Think," "Don't Hesitate," "Did You Ever Consider," are a few of them. Now, to my mind, the two-inch ad, or any small ad, stands or falls, in the majority of cases, by its headline. The ad isn't large enough to get attention because of its size. It gets just a casual glance as the paper is looked through, and if the headline fails to get attention and lead it down into the first few lines of the text, the ad is a "goner." I like the headline that "reads into" the body

of the ad and yet is fairly complete and suggestive in itself. Take this one, for instance:

### ZERO WEATHER

has no terrors for the man whose house is heated by an Ideal or Arco Steam Boiler. He knows that the uniform temperature in every part will prevent the water pipes from freezing.

We sell that kind of trouble insurance and it will pay you to buy some.

WYCKOFF & LLOYD CO.,  
35-37 Lyman St., Telephone 106.  
Modern Heating Methods.

There certainly is nothing startling about "Zero Weather" as a headline, but it is suggestive. It serves as a reminder that the time for that kind of weather isn't far away, and that, in turn, suggests, perhaps first of all, warm clothes, then warm drinks, or warm rooms. Anyhow, if it gets attention at all it is pretty sure to give the reader's thoughts the right direction for the advertiser's purpose, and that's where the psychology of advertising comes in. The headline of this one, while not giving such definite direction to the reader's thoughts, is nevertheless attractive, for a man is nearly always glad to learn, in these days of many needs, swiftly changing styles and "a dollar down and a dollar a week as long as you live," about something for which he need pay but once, and the ad makes its point about as well as it could be made in so small a space:

### YOU PAY BUT ONCE

for a heater, but the Coal Bill has to be met at least once a year. It is extravagant to purchase a heater without taking fuel expense into consideration. Fuel economy is the strongest point in our Arco and Ideal Boilers.

WYCKOFF & LLOYD CO.,  
35-37 Lyman St., Telephone 106.  
Heating, Ventilating, Plumbing.

They're all good ads, but here is one that I believe will pull as

well as any of them, especially in a town where old houses are being modernized, though it says not a word about any merit in the heaters themselves:

THE LOW STATURE

of the Arco and Ideal Boilers makes it very easy to install them in the low cellars of old-time houses. And it is possible to so arrange the piping that only very little is visible.

Not at all hard to bring the old home right up to date in its heating plant. An estimate for the asking.

WYCKOFF & LLOYD CO.,  
35-37 Lyman St., Telephone 106.

And now I want to criticise Mr. Lloyd's letter. It is written in green ink to match the printed heading—copying ink I should say, for it has copied all over the two fingers and thumb that have rested lightly on it for a few minutes, from which it has smudged back onto the once clean margin of the letter. A small matter to be sure, but one of many small ones that are not too small to deserve attention.

*Something a Little "Different" in Talk-  
ing-Machine Advertising. From the  
Birmingham (Ala.) Ledger.*

You—Mr. Pessimist,  
You—Mr. Musician,  
and especially  
You—Mr. Skeptic,

who have heard cheap, scratchy, horrible, impossible machines called Talking Machines, come hear a Victor just once; hear it play a selection by Sousa's Band and operatic solos by Caruso, Sembrich, Plancon, Melba. Scotti or Eames, and any prejudice you may have to the ordinary inartistic sound-reproducing nuisance will be entirely overcome.

Our Free Concert Parlor is at your disposal or better still, we will gladly send a Victor and records of your favorite selections to your own home for demonstration.

VICTORS,

From \$10 to \$200  
Easy Payments

E. E. FORBES PIANO CO.  
1909 Third Avenue,  
Birmingham, Ala.

*The Evans Ads in the Philadelphia  
Bulletin Are Notable Examples of  
Small Spaces Well Used.*

This Brush  
Prevents Teeth  
Decaying

—Evans's Red Cross Aseptic Cleanser. Each bristle-tuft is pointed, and of uneven length, and thus penetrates every crevice inside and outside the tooth. Scrubs cavities unreachable with an ordinary brush. Carries the antiseptic to the places most needed—the unseen openings caused by decay. 25c. each.

GET IT AT EVANS'S,  
Seventeenth and Chestnut,  
Philadelphia, Pa.

*From the Atlantic City (N. J.)  
Evening Union.*

Insuring the  
County Clerk's  
Office.

If the records in the County Clerk's office, either of Atlantic or Camden Counties, should be destroyed, the public would have to rely very largely upon those of the

WEST JERSEY TITLE  
AND GUARANTY  
COMPANY,

Bartlett Building,  
Atlantic City, N. J.

Nowhere else outside of the County Clerk's office, is so complete a record of titles to be found.

Capital and Surplus:  
\$300,000.

*Boy Bait. From the Bangor (Me.)  
Daily Commercial.*

Boys The Season  
is Open.

LINE UP

Following our usual custom we will present with every sale amounting to \$5 or more in our Boys' Department a genuine Wright & Ditson football. Better get in the game and wear Standard right made clothing. The largest assortment and best values in Bangor.

STANDARD CLOTHING  
COMPANY,

J. F. Crowley, Mgr.  
11 Main St., Bangor.

WRIGHT & TAYLOR,  
Distillers and Wholesale Dealers in  
Fine Kentucky Whiskies,  
LOUISVILLE, Ky.

*Editor Ready Made Department:*

I am sending you a circular to be sent to dealers in Boston. The ad explains itself, I think.

How does it look to you? I think it a good scheme—do you? I am also getting up a series of ten mailing cards, showing the process of whiskey making, from fields of corn to bottled goods. How does that strike you?

Will send you more.

Yours,

CHAS. F. CLARK,  
Asst. Adman.

The scheme looks all right, and the prizes are large enough and sufficient in number to be tempting. In fact it looks like more money than can possibly come back as a direct result, though no doubt many dealers with faith in their ability to win one of the larger prizes will stock up some on this particular brand. Even more advertising might be had from it if Boston's booze-buying public could be "put wise" to what is going on, but I believe that the Postoffice Department would not allow papers to be mailed if they contained a complete statement of the scheme. You'd be surprised, no doubt, if you could know how often perfectly legitimate contests are forbidden publicity through regular publications, by the Postoffice officials, on the ground that they are gambling schemes. The mailing card idea is very good, but a whole lot will depend upon how it is carried out:

**\$1,000 IN GOLD GIVEN AWAY!**

In order to further increase the popularity of our leading brand of whiskey, fine Old Kentucky Taylor, a perfect blend of old whiskies, we have inaugurated a grand display prize contest.

Take your show window, make an attractive, unique, catchy and convincing display of our whiskey. A com-

mittee of three of Boston's best citizens—men who have no connection with the trade—will act as judges and distribute the prizes according to merit. Contest begins December 10th and closes December 22nd, 1906.

First Grand Prize \$250 in Gold.

Second " " \$150 in Gold.

Third " " \$100 in Gold.

Five of \$50 each \$250 in Gold.

Ten of \$25 each \$250 in Gold.

Fill out the attached coupon if you wish to compete and mail to our General New England Agent.

R. H. HIRSHFIELD,  
5 & 6 Haymarket Square,  
Boston, Mass.

Send me full particulars  
of your prize contest.  
Name .....  
Address .....  
This in no way obligates me.

Don't delay—it means money to you.

WRIGHT & TAYLOR,

Distillers,  
Louisville, Ky.

*Good. Just as Mr. Little Would Say  
It To a Prospective Customer. From  
the Tuscaloosa (Ala.) Times-Gazette.*

## A Rare Chance.

It seldom happens that we have a lot to sell on Greensboro Avenue in the old Corporation. As a rule the people who own them refuse to even set a price, and will not consider \$50 a front foot. About once in ten years a lot comes on the market, it is quickly sold, and then there is another long wait.

One of these lots between 14th and 15th streets now happens to be for sale containing over an acre, and fronting 100 feet on two different avenues. The lot alone is worth the price asked, but the lot has a nice six-room house in extra good repair, with servant house, stable, electric lights, water, etc. The price asked, is \$5,500, about one-third cash, the balance in one and two years. We can recommend this either for a home or for an investment. Don't wait too long.

R. H. LITTLE,  
2226 Broad Street,  
Tuscaloosa, Ala.

BROWNELL & HUMPHREY,  
Advertising.

DETROIT, Mich.

Editor Ready Made Department:

The ads, proofs of which are inclosed, were prepared for a local coal dealer. They are part of a campaign which included three papers, and eight changes of copy a week, covering a period of four months. They brought results. However, I should personally be interested in having your criticism. If you think any of them are worth reproducing you are welcome to them.

Yours sincerely,

MAXTON R. DAVIES.

Only once in a long time does anybody get out of the rut in coal advertising. Coal advertisements, like coal delivery wagons, look pretty much alike and rarely break any new paths. To the average consumer, coal is just coal and it's hard work to make one coal look any better than another in the newspapers. The coal ads that came with the above letter, some of which are reproduced below, are not noticeably better than the general run except in typography. They make the usual claims in the usual way. They do not substantiate or offer to substantiate their strong claims, and will probably be subjected to the usual discounts by readers. In several of them the claim is made that "There is a dollar a ton difference between the quality of Sinclair coal and other kinds." I think that unless that is followed by the statement that there is no difference in the prices, many hasty, careless readers are going to get the idea that Sinclair coal is a dollar a ton higher. Here are several of the ads, well worthy of reproduction:

#### THE SAVING IN COAL

is not a matter of price, but of quality. There is a dollar a ton difference between the quality of Sinclair coal and other kinds. Every lump of Sinclair coal a lump of heat. Leaves fewer ashes. Lasts longer. Saves you money. Try it. Order to-day. Phone Main 4692, East 1295 or 1296, or Grand 828.

J. T. SINCLAIR.

Down-Town Office: 65 Gratiot Ave.,  
Near Public Library.

#### WARM HOMES.

No matter how cruel the frosts without, where Sinclair coal is burned comfort reigns. Every lump of Sin-

clair coal is a lump of heat. Prove its comfort and economy for yourself. Phone your order to Main 4692, East 1295 or 1296 or Grand 828.

J. T. SINCLAIR.

Down-Town Office: 65 Gratiot Ave.,  
Near Public Library.

#### YOU DON'T NEED A CINDER SIFTER

when you burn Sinclair coal. Every lump is a lump of heat, and every lump burns clear through. Fine ashes, small trouble to remove, and you have the satisfaction of knowing that you are getting every unit of heat from your coal. Sinclair coal saves worry, saves work, saves money. Try it. Phone an order to Main 4692, East 1295 or 1296 or Grand 828.

J. T. SINCLAIR.

Down-Town Office: 65 Gratiot Ave.,  
Near Public Library.

There's a mighty good text for a grocer's ad in the November *Philistine*—several of them, in fact. But the one that struck me as being particularly good is this: "We can't eat a meal without first interviewing our grocer. You can omit the preacher, waive the lawyer, but you'll have to send for the doctor unless you deal with the right grocer." In the same article is a scheme for preventing the retailer from cutting prices on package goods, which should interest both retailer and manufacturer.

*An Oculist's Argument Against the Optician. From the Albany (N. Y.) Times-Union.*

#### Your Eyes

No. 106

An optician or a clerk in a department store wants to sell you glasses; the regular physician, a specialist in the eye, who makes all the examinations at our office, wants to do what is best for you, his patient, whether it means a sale or no sale. Which would you prefer to trust your eyes to?

Do not run any risk of injuring your eyes. Have them examined, (without cost to you), by our eye specialist, a regular physician. Glasses, only if needed, often as low as \$1.

J. A. CAQUETTE & CO.,

Eyesight Specialists,

Twenty-eight North Pearl

Albany, N. Y.

# THE STAR GALAXY



In Rowell's American Newspaper Directory something more than fifty newspapers are made conspicuous by the Guarantee Star pictured above. No one can read the names of these papers without being impressed with the thought: "What a glorious list it is!" Out of nearly 25,000 publications issued, less than 8,000 get credit for printing more than 1,000 copies regularly, and of these less than one in four, viz., less than 2,000, keep such a record of the output from day to day as enables them to furnish the Directory editor with a definite and satisfactory annual report of copies printed, thereby revealing the average issue. Of these 2,000, a few more than two per cent, or about one in every forty, is sufficiently confident of the accuracy of its record of copies printed that it dares to invite investigation, and for these the Directory editor stands ready to pay a reward of \$100 to the first person who discovers and reveals an inaccuracy in any one of their guaranteed statements. This guarantee has been several years in force, but not only is it true that the reward has never yet been paid, but it is equally true that it has never been demanded, and that no breath of suspicion has ever reached the editor of the Directory that anybody questions the exact accuracy of any one of the statements of copies issued submitted by any member of what he calls his **Star Galaxy**. It is often asserted that any publisher can have the Guarantee Star by paying \$100 for it. That may be practically true, but just think what an ass a man would be to offer a reward of \$100 to any one who would or could prove him a liar, without being dead certain beforehand that the statement guaranteed is as true as gospel. It is, doubtless, the sneaking fear that there may be a modicum of error in a statement, although duly signed and verified, that keeps the Star Galaxy down to so small a membership. No one can look at the list of fifty members without being impressed that it composes a mighty good company to be found in the midst of.

If fuller information is desired concerning the method and conditions of membership in the Star Galaxy the inquirer should address

## THE PRINTERS' INK PUBLISHING COMPANY,

Publishers of **Printers' Ink** and

**Rowell's American Newspaper Directory,**

No. 10 SPRUCE ST., NEW YORK CITY.

Publishers who have any doubt about the absolute accuracy of the statements they issue concerning their average editions want to steer very clear of membership in the Star Galaxy.